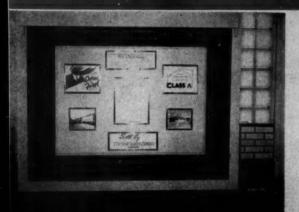
Southern

SEPTEMBE

BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



JOBBER PACKS PLENTY OF ITEMS IN DISPLAY ROOM

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Tour the Alleys, Too, for More Repair and Remodeling Jobs

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NINE RECORD FORMS MAKE BUSINESS CONTROL EASIER

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Engineered Hand Trucks

Cut Materials Handling Costs

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EXCLUSIVE: The Housing Picture in Socialistic Nation

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Your customers may choose any one of these models according to their family needs. Available in both 30 and 40 gallon capacities, the counter height heaters are designed to fit in any kitchen, laundry, bathroom or rumpus room as a useful and attractive piece of furniture.

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introduced this Calker with the already famous spouted cartridge in 1947 and it has consistently outsold all calker combinations because it's built honestly to deliver and get results - brings the user back many times for more cartridges. Specify your caulk in Vital Made Cartridges to guarantee perfect fit.

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DESCRIPTION: MIRACLE Tub-Caulk dries to a white glossy velvet-like waterproof finish within one hour on any surface. Does not yellow even under continued use of harsh scouring powders, grease, acids, or alkalis. Unlike conventional sealers it contains no lime, cement, plaster of paris, or drying oils . . . it is 100% resin. It will remain elasteric, pliable, and sufficiently soft, expanding or contracting with the joint it seals.

DESCRIPTION: MIRACLE Black Magic ADHESIVE is not just "another glue." It is a heavy-bodied solvent-type mastic — black in color as the name implies—which sets without heat or pressure to a strong, lasting waterproof bond. Don't compare Black Magic to any transparent cements, pastes or glues now in your store. It is as different from these as day and night — both in properties and uses. Only Black Magic will do the tob permanently — indoors or out.

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Use MIRACLE Tub-Caulk between window or door frames and tile or plaster walls.



Use MIRACLE Tub-Caulk for sealing channels and mouldings which hold tileboard wherever dampness or moisture is a factor.



Use MIRACLE Tub-Caulk for waterproofing around shower stalls.



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Use MIRACLE Black Magic ADHESIVE to replace loose tiles in walls, floors, mantels, tables, etc.



Use MIRACLE Black Magic ADHESIVE to act as a lockwasher or expansion bult to keep bults and nuts in place and to stop rattling.



Use MIRACLE Black Magic ADHESIVE to replace mirrors in compacts — bond glass, etc.





To bond door saddles and thresholds to concrete or metal floors — also to bond abrasive stair treads without necessity of drilling, use TYPE M.

MIRACLE BLACK MAGIC ADHESIVE



To attach metal or plastic moulding to sink or counter tops — use TYPE M. To install linoleum on sinks and counter tops or in damp areas — use TYPE P.



To mount nameplates, paper towel dispensers, metal or clay tile — or metal sheeting for splash-backs and table tops, use TYPE M.

WRITE TO-DAY FOR A FREE SAMPLE OF NEW MIRACLE WALLBOARD CEMENT

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HERE'S THE ANSWER!...

TELOK JOUBLE COVERAGE! / HEAVY DUTY! / INTERLOCKING! / INTERLOCKING!

THERE'S NO BETTER
SHINGLE VALUE ON THE MARKET TODAY!

AND you can't recommend a better all-around protection — than TEX-LOK. This heavy duty, double coverage, interlocking type shingle has been tested in every weather — and weathered every test! It's built to resist high winds. And it's fire-resistant.

For new construction or re-roofing . . . for home, farm or commercial buildings . . . TEX-LOK makes a good-looking, long-lasting roof for years of solid,

dependable service. Recommend TEX-LOK. There's no better shingle value on the market today. And – there's no better name in asphalt shingles than TEXACO – the name that millions know and trust!

TEX-LOK Shingles are available in the areas currently served from roofing plants at Lockport, Illinois, Port Neches, Texas and Port Wentworth, Georgia.



In the East...it's TEX-LATCH

Available in the areas served from the Edge Moor, Delaware roofing plant — another top-performing Texaco asphalt shingle . . . TEX-LATCH. Heavy duty, double coverage and interlocking.



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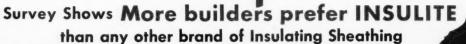
- 3. Color Uses. "Styling With Color" contains over 100 color pictures of color schemes for every room in the house. It was written by Collette Whitlock, authority on interior decoration, to help sell paints. The Peaslee Gaulbert Paint and Varnish Company, Louisville, Ky.
- 11. Stair, Fan Opening. Sheet lists features and sizes, and tells how to in stall Huntington "Metal-Fold-Safty-Stair" in 20 minutes. For use as attic fan opening, panel bolts are removed and fan tunnel is built over stair, putting access door at end of tunnel at top of stairs. Huntington Industries, Inc., P. O. Box 3176, Memphis, Tenn.
- 13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance." is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.
- 15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, Louisiana.
- 17. Folding Stairway. Attractive new folder tells how simple the Precision folding attic stairway is to operate, and how it fits any ceiling. Advantages, construction features, and specifications are given. The Precision Parts Corporation, Nashville 7, Tenn.
- 19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.
- 21. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.
- 23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syr; cuse 5, N. Y.

- 27. Roofing. "Putting Nature's Colors to Work" is a four-color book on the importance of roofing colors in exterior decoration. Color schemes are suggested. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.
- 29. Awning Windows. Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.
- 31. Asbestos Shingles. Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.
- 33. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.
- 35. Gliding Door Units. An illustrated folder shows how Huttig's gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.
- 37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stair-

- way. Operations are well illustrate, Wel-Bilt Products Company, Box 95, Memphis, Tenn.
- 39. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas
- 41. Waterproof Adhesives. Two-coloc circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wall-board cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.
- 43. Applications of Asphalt Rook. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.
- 47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.
- 55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.
- 57. Verdilating Fans. Two new pamphlets describe the variety of uses, design, installation, and accessories of Reed window and attic fans. Price list available. Reed Unit Fans, Inc., 1001 St. Charles Avenue, New Orleans 8, La.
- 59. Pressure-Treated Lumber. New illustrated folder describes problems of rot and termite damage in residential construction. It tells how lumber

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	bed in the September, 1951, issue of S°B°S with these k	
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"I save \$16900 on every job by using Bildrite Sheathing!"

A leading Syracuse builder for 31 years

Better sheathing jobs at a lower cost . . . that's why more builders prefer INSULITE BILDRITE SHEATHING. Here's how John Tarolli, veteran Syracuse builder, explains it:

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INSULITE DIVISION MINNESOTA AND ONTARIO PAPER COMPANY



9-51

MINNEAPOLIS 2, MINNESOTA

- is "Wolmanized" through pressure treatment, and how this method protects homes. The American Lumber and Treating Company, 332 S. Michigan Avenue, Chicago 4, Ill.
- 61. Aluminum Awning Windows.
 Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, P. O. Box 356, Miami 42, Fla.
- 63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.
- 65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical constructoion, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.
- 71. Bag Truck. A new catalog sheet explains how quantities of cement, plaster, lime, other masonry materials, and shingles are handled on pallets of the Anco bag truck. Ways to cut handling costs are given. The Anthony Truck Company, P. O. Box 375, Paducah, Ky.
- 73. Kitchen Ventilation. Advantages of Trade-Wind Clipper ceiling blowers are explained in new literature. Data are given on the new model for installation within a cabinet over the kitchen stove. Uses in kitchens, bathrooms, dens, laundries, and commercial establishments are shown. Trade-Wind Motorfans, Inc., 5703 South Main Street, Los Angeles 37, Cali:
- 75. Safety Saw. A new catalog sheet presents the special features and specifications of the Model W-65 Stanley safety saw. It pictures this electric saw in action. Available accessories are described. Stanley Electric Tools, New Britain, Conn.
- 77. Roofing Materials. Two-color folder tells how Sco-Co cottonseed oil gum products are used to waterproof and repair interior brick walls, concrete and gravel roofs, composition and metal roofs. It describes Sco-Co metallic paints, Redycote asbestos fibered roofing, plastiseal asbestos caulking compound, roof plaster, roof coating, lap seal cement, and metal sash putty. The Southport Paint Company, Inc., Savannah, Ga.
- 79. National Millwork. Double-hung and awning windows, interior and exterior doors, mantels, and wood-work specialties in an attractive new catalog of National Woodworks, Inc. Actual pictures and sketches with model numbers illustrate the booklet. Information is included about the factory. National Woodworks, Inc., 2201 29th Avenue North, Birmingham 7, Ala.
- **81.** Insulating Sheafhing. Two new folders are available on Insulite Bildrite sheathing. No. 65 tells complete story on this sheathing, describing uses, properties, and sizes. No. 75

- discusses the problem of moisture condensation and its elimination by Bildrite and sealed Graylite Lok-Joint lath. Insulite, 500 Baker Arcade Bldg., Minneapolis 2, Minn.
- 85. Barn Ideas. New illustrated folder suggests Celotex materials to use for building better tobacco-curing barns, storage buildings for sweet potatoes, and other farm applications. Construction drawings show where and how materials are applied. The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.
- 87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.
- 89. Sash Holders. Uses, sizes, and installation instructions for Vikre sash holders are contained in a new folder, suitable for envelope stuffers. The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn.
- 91. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.
- 93. Disappearing Stairways. A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.
- **85.** Paint Thinner. Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.
- 97. Wood Window Promotion. Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.
- 99. Tile Cutters. Printed folders show J. M. J. Products Tile Cutter which cuts linoleum, plastic tile, asphalt tile, rubber tile, and cork tile. Distributors are listed. One folder is devoted to presentation of J. M. J. Tile Cutter Rental Service that increases tile sales and customer satisfaction. The J. M. J. Products Company, 226 Centerville, Belleville, Illinois.
- 101. Vermiculite Insulation. A new eight-page illustrated folder on the characteristics of Zonolite vermiculite granular fill insulation, insulating plaster aggregate, insulating concrete and acoustical plastic is available for

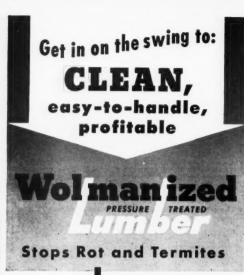
PRINTED HELPS

(From page 3)

Order this FREE LITERA-TURE by filling in coupon on page 3 of this S'B'S, then mail!

dealer use. A report on fire tests is included. The Zonolite Company, 135 S. LaSalle Street, Chicago 3, Ill.

- 103. Metal Tiles. Specifications, application instructions, the many uses of steel and aluminum tiles, and a chart showing the range of 27 colors, are included in a new illustrated brochure. The Vikon Tile Corporation, Washington, N. J.
- 105. Tylac Products. "Miracle Walls by TYLAC" is an eight-page illustrated booklet describing Tylac plastic enameled, pre-fabricated wallboards; Tylachrome bathroom accessories; Prestwood and metal moldings. Prices are included. The Tylac Company, Monticello, III.
- 107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.
- 109. Cedar-Lux. A new product for cedarizing closets is described in an illustrated color folder. CEDAR-LUX is pulverized aromatic cedar wood which is packaged in 5 and 10 lb. cans and 50 lb. drums. The user simply adds water and applies to inside of closets with paint brush or spray. Cedar-Lux Products Co., 703 Main St., Kansas City, Mo.
- 111. Ornamental Ironwork. "Gateway to Lasting Beauty" is a new catalog showing the many patterns of TFC ornamenal ironwork. Photographs of installations give ideas for various uses. The Tennessee Fabricating Company, 1490 Grimes Street, Memphis, Tenn.
- 113. Thresholds. Ten types of aluminum thresholds, available in any quantity. Aluminum weatherstrip to match. Write for descriptive literature and prices. Southern Metal Products Corporation, 921 Rayner St., Memphis.
- 115. Plastic-Faced Plywood. A husky cartoon character dressed in evening clothes represents both the "armorhard" and "satin-smooth" characteristics of new GPX plywood with plastic surface. He points out the new plywood's advantages in an attractive, clever folder. The Georgia-Pacific Plywood Company, 618 North Capital Way, Olympia, Wash.
- 117. Southern Pine Lumber and Oak Flooring. Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.



Write for details about the sales stimulating Merchandising Plan for selling Wolmanised *Pressure-Treated Lumber.

American Lumber & Treating Co.

1681 Mc Cormick Bldg., Chicago 4, III. Branch Offices in Baston, New York, Baltimore, Jacksonville, Fla., Little Rock, Ark., Los Angeles, San Francisco and Portland, Ore.

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Preferred because they lay flot against the joist and girder! They fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.

The IDEAL HANGER CO.
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Association Directory

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala, Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: E. E. Bonsteel, Harrison, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: J. C. Cauthen, Rock Hill, S. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761, President: Francis J. Igou, Orlando, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Sam Levy, 12th at Breckinridge, Louisville 10, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Ruford H. Smith, Lafayette, La.

Building Material Merchants of Georgia—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CRescent 6455. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: W. B. Milstead, Houston, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Claude G. Ryan, Lancaster. Pa.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: R. C. Stockett, Jackson, Miss.

Mational Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton. Charlotte. Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Paul Leonhard, Oklahoma City, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: M. C. Davidson. Houston. Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: C. D. Burkholder, McPherson, Kan.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: L. R. O'Hara, Yorktown, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Charles Badger, Parkersburg.



Beautiful is the word for these handsome granular surfaced Mustang asbestos cement shingles. Each Mustang shingle is embossed with the natural grain showing all the beauty of weathered wood.

Permanent as granite! The granules on Muslangs are put on to stay. Unlike ordinary granular shingles, granuled Mustangs are manufactured by a special process which prevents granules from rubbing off. Mustang ceramic granules stay in the shingle.

Popular Colors The four new Mustang granular shades—green, coral, tan, and blue are the most popular siding colors. They were selected after an extensive survey was made by the makers of Mustangs among architects, builders, and lumber dealers.

Washable, Too! The new granular Mustangs, like every dependable Mustang asbestos shingle, is made new again with every rain, and the color stays.

Write for FREE SAMPLE Shingles of the New Mustang Colors!

...............

• Send us on your letterhead a request for a beautiful display containing six sample shingles, in the six new popular Mustang colors. This sample board will help you sell more siding jobs. It is sent to you free, and without obligation.

Remember, IT PAYS TO SELL MUSTANGS!

The ASBESTOS CO. of TEXAS

P. O. BOX 1082

HOUSTON 1

Look !... Your parade

HERE'S EVERYTHING YOU NEED

TO REALLY "GO TO TOWN" ON

CELOTEX HAND-POURING ROCK WOOL!



of CELOTEX sales-clinchers



4 ATTRACTIVE ENCLOSURE. Sure lure for prospects. Mail with statements, or give away in your place of business. Has space for your imprint.

6 NEWSPAPER AD MATS. Variety of hard-selling ad mats to choose from . . . all designed to bring in more prospects!

6 ATTENTION - GETTING POSTER. Big, colorful, hard-hitting. A "natural" for your window or walls.

IT'S MORE PROFITABLE TO FEATURE

Genuine

CELOTEX

BUILDING PRODUCTS

THE CELOTEX CORPORATION . 120 SOUTH LA SALLE STREET . CHICAGO 3, ILLINOIS

RANDOM LENGTHS

Culled and Sawn by Don Moore

IN BUSTLING September, the true lumberman or woodworker can be stirred by Joseph Auslander's poem entitled "Wood." It is reprinted from THIS WEEK magazine, copyright 1950 by the United Newspapers Corporation:

"Strange, how a simple pile of wood Can strike an answer in our blood, Can start a passion in our hands

To build a sturdy house that stands Against the wind and world and weather—

A house that binds our hearts together:

The resined silkiness of pine, The birch's satin, slick and fine, The dancing dust, the golden motes,

The fragrant yellow cloud that floats

Above the hickory and oak,

White men sweat in that golden smoke

To cut, saw, plane, trim, beyel,

shape From wood the eager heart's

escape . . . Strange, how a simple pile of wood Will speak to human hardihood."

WHAT INDUSTRY GROUP in

this nation enjoyed the greatest gain in profits last year over 1949? The lumber and wood manufacturing corporations were second only to the rubber manufacturers, according to Federal Trade Commission figures. The gain in profits after taxes of the rubber industry group was 107 per cent; of the lumber and wood producers, 105 per cent! Third were the furniture and fixture manufacturers.

BUSINESSMEN who want help in obtaining reliable information on current national affairs, for use in making speeches or participating in forum discussions, need only to write the Chamber of Commerce of the U. S. This service organization develops and prints annual files of timely talks that run from 20 to 30 minutes each. For free single copies write to the Department of Governmental Affairs, U. S. Chamber of Commerce, 1615 H Street, N. W., Washington 6, D. C.

HENRY FORD often said that "coming together is a beginning; keeping together is progress; work-

ing together is success." Through the International Concatenated Order of Hoo-Hoo, lumber retailers are joining wholesalers, manufacturers, and allied lumber promoters in realizing the truth of Ford's words. Some Hoo-Hoo Clubs are just beginning; others are progressing, and a few are succeeding. Hoo-Hoo is a sure-fire means of cementing the segments of the lumber industry, of providing fun and fire for growth through fellowship. Write us for full details.

AN S. O. S. is out to "salvage our scrap"—particularly dormant heavy scrap. This includes all idle obsolete machinery and equipment in plants, tools, condemned bridges, and other structures or heavy items made of steel. The American Iron and Steel Institute declares that the nation's steel mills need "Scrap for Steel for Defense." Scrap it to reliable junk dealers.

.

FARM FAMILIES have more to spend on living than the average U. S. family. The 1950 U. S. Census reveals that the average family income in the nation in 1949 was \$2,599. This compares with an average net income (after production expenses) of \$3,247 for 5,770,000 farm families during 1949. The average farm family income was \$6,357, with \$3,110 going to production expense. The net balance of \$3,247 was available for household equipment, clothing, personal care.





Here's the "Hidden Story" About The 1951 Pace Setter House

EACH YEAR, House Beautiful Magazine builds a Pace Setter house -presenting the ultimate in design and construction, as measured by current values.

In the 1951 Pace Setter, Douglas fir plywood plays a major role. Durable Exterior-type creates the weatherwise board and batten siding . . . the smooth, flush soffits and the attractive breezeway

Plywood is especially important in the "hidden" structural features of the house. PlvScord—the sheathing grade of Douglas fir plywood-adds strength and rigidity to walls and roof, and provides a firm, solid panel backing for interior walls.

Here again, architect Julius Gregory and the editors of House Beautiful chose plywood for one good reason: It's the finest construction money can buy.

> PlyScord is a registered grade-trademark identifying the sheathing grade of Interior-type plywo inspected by Douglas Fir Plywood Association (DFPA)



SALES HELPS FOR YOU!

Now available is a special 12-page, fullcolor booklet, "Pace Setter House of 1951." Single copies free. In quantity, \$50.00 per 1,000. Imprinted with your name and address, \$9.00 first 1,000; \$4.00 each additional 1,000. Write (USA Only) Douglas Fir Plywood Association, Tacoma 2, Wn.







HERE'S WHERE PLYWOOD WAS USED IN THE 1951 PACE SETTER HOUSE

3. Wall Sheathing

4. Exterior Siding

Panel Backing

Roof Sheathing

Douglas Fir

AMERICA'S BUSIEST BUILDING MATERIAL



The take-home gutters they put up themselves!

RUSTPROOF NON-STAINING BEAUTIFUL ... at less than half the

cost of other rustproof gutters!

to handle... No Soldering

5" Ogee or Half-Round-smooth or stipple-embossed finish.

3" plain and corrugated round downspouts. 23/8" x 31/4" downspouts for Ogee.

Complete accessories.



Whatever may be the immediate situation on production of aluminum gutters, you can be sure they are a permanent fixture in the building supplies and hardware business. And the big reason is that these gutters are a permanent fixture on each lucky customer's home . . . rustproof, corrosion resistant, never needing to be painted, never staining the walls.

Slip-joint connectors make them easy for anybody to put up. It's a quick sale, for a quick job! Check your jobber for existing stock...remember aluminum's expanding capacity promises increasing supply. Meanwhile, get the facts. Mail the coupon. Reynolds Metals Company, Building Products Division, Louisville 1. Kentucky.



IF YOU SEE RUST REYNOLDS lifetime ALUMINUM UILDING PRODUCTS

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Please send full information on:

Gutters

Flashing

☐ Nails

Now there NOVA Roller Doors

-silent, fingertip-control, flush doors

- —one for closets, partitions, storage walls and compartments
- —one for passageways, complete with wall pocket

Two years of constant research and field testing have produced the simplest, most economical doors to install—yet the finest so far developed.

Gone is the overhead hardware, always difficult to install—and noisy. One major expense climinated! The new Nova Roller Doors are light, strong and warp-resistant. Two rollers revolving on pins act as guides at the top; the weight of the door is carried on two vulcanized rubber rollers at the bottom. There is no floor track; all hardware except floor guides is installed.

These are hollow core, flush doors-regularly sold in unselected gum, paint grade and in selected White Gum, Black Walnut, African Mahogany, Birch, Red or White Oak, stain grade.

A closet or storage space may be one of the standard sizes—or extend the width of the room.
Two or more doors enclose it entirely.
Instead of exposing only part of the interior, as with a swinging door, you have full access.

The Nova passageway door comes assembled in its wall pocket, ready to install for either plaster or dry-wall construction. Each door—whether for closet or passageway—comes complete in one carton. In 30 minutes time, one man makes the installation.

Nine standard opening sizes: 32", 36", 40", 48", 56", 60", 72", 84", and 96". Five standard heights: 6'0", 6'6", 6'8", 6'10", and 7'0".

We urge you to write today for the full details. Kindly include the name of your lumber dealer.







Revolving roller guides operate in head track; vulcanized rubber rollers run on finished floor.



Head tracks are accurately machined for perfect operation of revolving roller guides; side jamb is routed to receive



Passageway door slides easily into wall pocket.



Simple floor guides, installed flush with finished floor, eliminate need for floor track.

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EIGHTEEN BEAUTIFUL COLORS

4 MODERN PATTERNS

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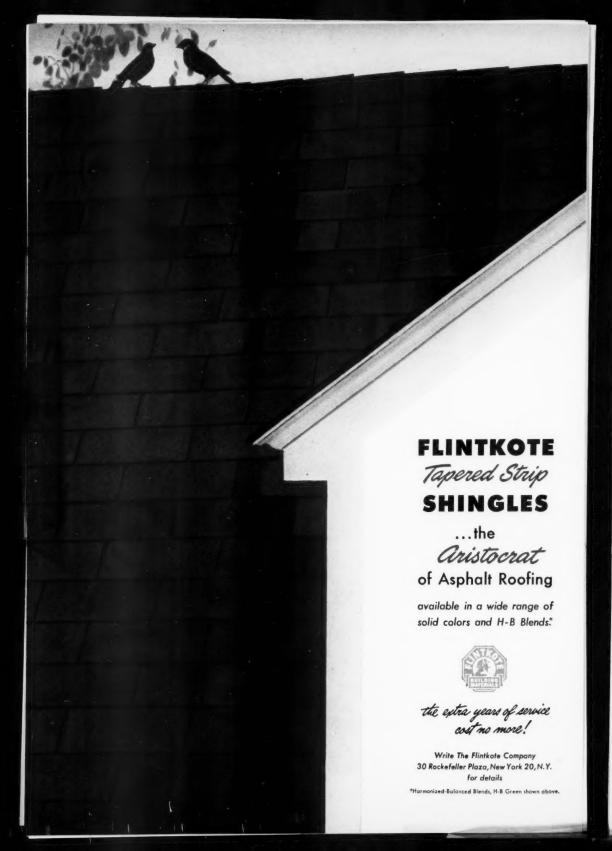


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LAST A

LIFETIME



YOU JUST CAN'T BEAT LEIGH ORNAMENTAL SHUTTERS FOR LOOKS, EASE OF INSTALLATION, AND LOW COST

Leigh LOUVER SHUTTERS are of authentic colonial design. They are built of Aluminum for lifetime wear. No worries about rotting or falling apart. Installation is simple—four screws, one on each corner, hold them securely to the wall. A special green prime coat, applied at the factory, makes painting easy. Shutters are available in a wide range of sizes to fit all standard windows.





DOOR CANOPIES — A completely assembled unit. 48" and 54" widths. Three colors — Green, Blue or Tile Red. Two coats of baked enamel.



WINDOW AWNINGS — Permanent type completely assembled. Three sizes — 30", 36" and 42" widths. Three colors — Green, Blue or Tile Red.



FLOWER BOXES — A large attractive unit. 30" long by 6\%" deep. Three calors — Green, Blue or Tile Red. An outstanding buy at a very low cost.



MILK & PACKAGE RECEIVERS — Made in two depths for Brick or Frame construction. Double door with heavy insulation.



GRILLE GUARDS

— An attractive adjustable guard for screen doors or windows. Easy to install. Low in cost.



For complete information on the Leigh Building Products Line, see your Leigh Jobber or write for the FREE Leigh Pocket Catalog.

LEIGH BUILDING PRODUCTS Division
AIR CONTROL PRODUCTS, INC.
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when a kitchen needs a friend...



friendly to housewives

Curtis wood cabinets are the result of years of research and experience to develop comfort-creating, step-saving, modern kitchens. Counters are of correct height. Toe space is ample. Greater storage space is achieved by special Curtis construction. Laborsaving cabinets "fit around" corners—pan trays, ventilated vegetable drawers, snack bars, are easy to reach, easy to clean.

CALLON

friendly to space

Yes, Curtis kitchen cabinet units make the most of whatever space is available. With 20 basic cabinet types and a total of 70 sizes to choose from, you can create a kitchen of any size or shape. The dimensions of all units have been standardized to coordinate with other standard kitchen equipment.



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DUO-TONE
2-color 3/16" wallboard in 6
different color combinations.
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12 ft. long. 12 pieces per
hundle.



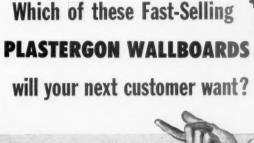
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3/16" pebbled wallboard with
extra sizing on both sides.
Rich, cream color. 48" wide...
standard lengths 6 to 12 ft.



MAMMOTH
1/4" pebbled wellboard of
great beauty and strongth,
48" wide . . . standard lengths
to to 12 ft. Bundles of 10.



ECONOMY
A lot of value at low cost.
Smooth finish both sides. 4 pty
3/16"...48" wide...6 to
12 ft. long...12 panels per
hundle...





EBONY
1/2" asphalted underlay board.
30" x 48" (100 sq. ft. per bundle). Also standard panels
48" wide, 4 to 12 ft. long.



BUDGETAIRE
5/16" insulating board. Licorice root fibers. Factory painted
one side. 48" wide . . . 6 to
12 ft. long . . . Bundles of 10.



LOCKAIRE
1/2" Insulating board. Licerice
root fibers for greater strength.
Factory painted one side. 48"
wide . . . 6 to 12 ft, long . . .



LOCKAIRE $\frac{1}{2}$ and $\frac{25}{32}$ Asphaltic board. 48" wide . . . 7 to 12 ft. long . . . Also v-joint panels $\frac{2}{8}$. $\frac{25}{32}$ building boards.

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Be prepared for any customer requirement with the most complete wallboard line available today

Plastergon furnishes and you can sell boards of all types ... pebbled, 2-colored, insulating alphalic, underlay, and plain finish.

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Plastergon furnishes boards in a wide variety of sheet sizes . . . and in planks and ceiling tile as well.

Yes, Plastergon has the most complete line to help you meet all of your customers' needs. Write or phone today for full details.

Star Steel Fence Posts..

Preferred BY FARMERS

Originated by a Farmer, low cost SSirco Star Steel Fence Posts appeal to other farmers on sight! The new Star design is like no other on the market! It's a stronger, longer lasting fence post that makes fence building easy, practically eliminates broken fencing. No lugs, clips or ties...one straight wire locks all fencing wires from top to bottom, allows g-i-v-e under strain.

Dealers also prefer SSirco Star Steel Fence Posts because they are easy to stock, easy to sell, and give a generous profit margin. Sell the Fence Posts preferred by Farmers and watch your profits climb! Write today or ask your SSirco Representative for complete information!



Check
THESE
FEATURES



EASIER TO STOCK— Star Posts nest snugly, require little space. And SSirco Overnight Delivery means minimum inventories.



EASIER TO INSTALL

-No lugs, staples or ties. No holes to dig.
One wire secures fencing. Easy to move.



STURDIER — Up to 65% more ground bearing surface with out anchor plates! Langer lasting galvanized or prepainted; with waterproof asphalt underaround.



MORE SHOCK - AB-SORBENT — Fencing can't loasen, yet has far greater G-1-V-E than with other posts. Practically eliminates broken fencing!



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THE PERMA PRODUCTS COMPANY
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IRON ROOFING CO.



Suits them all!

3 DISTINCTIVE PATTERNS • 11 BEAUTIFUL COLORS



want Barclay Paneling with its 11 rich, decorator colors, easyto-clean plastic surface and low cost.

Available in three surface designs . . . Tile Pattern, Solidtone and Stream-Lined . . . Barclay's exclusive Tri-Dem Scoring gives three dimensional, real tile-like appearance. Stock and Sell Barclay for better business!

> 40% EXTRA PROFIT ON EVERY SALE! Barclay Accessories give you 40% more profit with every tileboard sale. Increase your business with Barclay Paneling and Accessories . . . write today for details!



MOULDINGS



Mastic Cement







SOUTHERN STATES IRON ROOFING COMPANY



GOOD INSULATION PUTS THE PUS VALUE INTO MODERN BUILDING

COTTON-A NATURAL INSULATION

The principle of insulation, regardless of type of material, is based upon the creation of minute air cells which effectively hold and prevent the circulation of air. The greater the number of air cells the more effective the material as an insulating agent. In this respect, cotton is a "natural." Our calculations show that a piece of cotton insulation one foot square by three inches thick creates approximately 24 billion air cells. This superfluity of air cells in Lo-"K" insulation makes it equal to, if not superior to any other type insulation on the market.

The following table of tests by recognized laboratories show Lo-"K" leadership in both "K" factor efficiency and lightness of weight.

	Wt.per	Insulating Value		
Material	cu. ft.	"K" factor	Authority	
Lo-"K" Cotton Insulating Batt	.875	.24	J. C. Peebles	
Rock Wool—Loose Fill type	10.0	.27	Bureau of Standards	
Chemically treated wood fibers between sheets of				
paper	3.62	.25	J. C. Peebles	
Glass Wool—Loose Fill type	1.50	.27	J. C. Peebles	
Stitched & Creped Expand- ing Fibrous Blanket	1.50	.27	J. C. Peebles	

"K" factor means the amount of heat expressed in British Thermal units transmitted in 1 hour through 1 sq. ft. of a homogenous material 1 in, thick for a difference in temperature of one degree Fahrenheit between the two surfaces of the material. The lower the factor, the better the insulation. The values in above tables taken from the Guide of the American Society of Heating & Ventiloting Engineers.

When you sell Lo-"K" Cotton Insulation you offer your customers the greatest dollar-for-dollar value in good insulating performance, economy and lasting satisfaction. Check these plus features of Lo-"K". They can mean easier selling, more sales and bigger profit for you.

- Lo-"K" insulates from 4% to 36% more efficiently.
- Lightest weight insulation on the market . . .
 easier and faster to install.
- Saves up to 40% in installation costs.
- Flameproofed to rigid government regulations.
- Will not sag or settle. Stays in place permanently.
- Resists moisture, vermin, mildew and rot.
- Heavy, asphalt-coated Kraft paper staples firmly to studding or joists to form a permanent vapor barrier.

The light weight and compressibility of Lo-"K" make for easy handling and storage in dealer's warehouse.

Lo-"K" Insulation is available in open and closed blanket type with aluminum foil backing...or open and closed blanket type with asphalt-coated Kraft paper backing.

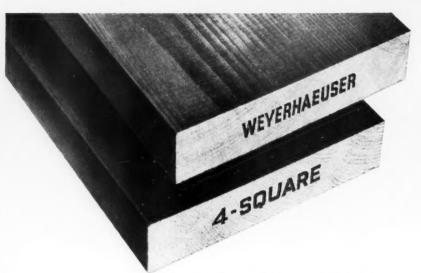
INSULATION DIVISION

LOCKPORT COTTON BATTING CO.

Established 1870

Lockport, N.Y.

New York Office: 1407 Broadway



THIS RRAND NAME ON LUMBER MEANS . . .



SEPTEMBER, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



One man hauls two logs easily, with this powerful tractor unit. Mechanized logging not only adds greatly to efficiency, but increases speed and safety in forest operations.



Loads weighing up to 125 tons are carried in one trip on mammoth Weyerhaeuser truck units. Some have two trailers in tandem, making a carrier 100 feet long.

Good Lumber... through Efficiency in Logging

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Mechanical progress has made every manhour vastly more productive in the harvesting of timber. It has opened up new timber resources, by reaching terrain formerly called "impossible" for logging—and thereby saving many mature trees for useful service. Also, mechanized handling reduces log damage and delivers the logs to the mills in condition to produce maximum lumber footage.

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vesting, modern reforestation, and modern manufacturing methods. The result is the best in good lumber, which delivers the utmost in sound, economical construction.

One of a series of advertisements defining the important factors contributing to the production of good lumber.



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At mills located on the West Coast and Inland Empire, Weyerhaeuser 4-Square Lumber is produced in a range of products from Douglas Fir, Idaho White Pine, Ponderosa Pine, West Coast Hemlock, Western Red Cedar and related species.

Weyerhaeuser 4-Square Lumber and Services

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In ever greater demand

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Another quality building product from the makers of Tensulate Mineral Wool Insulation.



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This Month's Main Features

Dealer's Own Record Forms Aid Business Control
Tour the Alleys, Too, for More Repair Orders
Ranch-Style Lumber Yard Cuts Need for Help
"Handy Andy" Service Pays Off Two Ways
Fischer Makes Most of Materials Display Room
"Pit in Package" Moves Outdoor Fireplaces
Salesmen Share Ideas at Weekly Dealer Meeting
Meet Leading Factory Representatives—No. 2
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Classified Reading Matter

Washington News of the Month
Federal Controls that May Affect You
Lumber Outlook and Supply Situation
News of the Month of the Industry
Dealers in the News of the Month
Association Activities to Note
Product Parade of the Month

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CONTROLLED CIRCULATION AUDIT NATIONAL BUSINESS PUBLICATIONS



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These modern fans give efficient home-cooling at the minimum installed cost, and are being used in homes in all price ranges. Installation is simple and inexpensive. Fan, motor, and suction box are all in one unit that requires only a ceiling opening in hallway and less than 18" clearance in attic. Four models, ranging from 4700 CFM to 9700 CFM—ratings certified. Quiet, powerful, dependable. Backed by Hunter's 64 years of experience in manufacturing highest quality fans.

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Scarfed panels are saving time and labor in many industrial and marine applications. Study your customers' needs for possible cost-saving applications.

No matter what your plywood, lumber and door requirements, it's always good business to call Georgia-Pacific first!

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The Housing Picture -IN SOCIALISTIC NATIONS

HOME OWNERSHIP—so much a part of the American way of life—has practically disappeared in Europe

We knew that building conditions in Europe were ineffective, but several of us, representing the National Association of Home Builders, wanted to see for ourselves just what they were like by going there this past summer. Our party included W. W. Caruth, Jr., Dallas, Tex.; Ralph Wells, Kansas City, Mo.; Joe Driskell, Fort Worth, Tex., and myself.

To help us get the true picture of present housing conditions in England, France, Italy, Switzerland, and Holland, we had the complete cooperation of the American consuls and local builders, architects, and bankers.

Homebuilding in England has become a political football! Those who own their own homes vote conservative—and those living in government-built units vote for the Socialist party.

English law says that the local County Council may issue one private permit for every four of federal housing, but it does not By B. A. MARTIN, noted Georgia homebuilder and leader in the National Association of Home Builders, as told to Helen G. Matthews

stipulate that there must be private housing. So, if the council is pro-socialist, no private licenses are issued.

None of us, of course, needed to be convinced that the only effective way to provide housing is through private enterprise. But not until we saw England's housing conditions did we realize it so fully. Prior to the war—before the bombings and wartime marriage boom and population increase—private builders in England built some 350,000 homes a year. Today, under government direction, less than half that number are being built.

Croydon, a town with a population of 300,000, has 9,000 applications for housing units. The year's building allotment is 750 units!

Many of these governmentowned dwellings are two-unit row houses, built about five feet apart. Eligibility to rent one is determined by a point system, with points being granted for various factors. The preference granted to war veterans is slight because civilians suffered nearly as much during World War II.

Construction of any single-family home is prohibited. All new homes built must have at least two complete units. Neither can be sold for two full years, but a few lucky people are able to buy out their neighbors after this two-year period.

The plight of the English builder is typified by one fellow we met, who is one of the country's bigger, more prominent builders. He does not get to choose his own jobs, however. And regardless of what the owner may have to spend, the house can have only 1,500 square feet in each family unit and can cost only a limited amount.

One prominent man we met had finally acquired a home of his own after struggling for over four years. The building authorities made him wait two years for a building permit for a private home. When it was finished, there was another two-year wait before he could buy out the family required to own half of his duplex. Finally, he was able to remodel it into a one-family home of a comfortable, if not particularly attractive, design.

There are no sales restrictions on homes built before the war, but their prices are sky-high.

At a dinner we attended, the head of London's Building Authority sat between Bill Caruth and me. He had been a rabid socialist for 40 years, so Bill and I plagued him with questions—in a jovial manner—throughout the dinner. He asserted that "you can't trust these fellows, private builders." but declared that those in the federal bureaucratic system were "good, honest men!"

(See NOT SO BRIGHT page 94)



B. A. Martin, Atlanta, Ga., homebuilder, stands at left in above group before a duplex residence in Croydon, England. This was one of many housing projects in Europe visited by a committee of tour from the National Association of Home Builders of the United States. Note small ventilating window in metal window unit behind Martin. This photograph was published in the CROYDON TIMES.

To those who build or remodel -

ASBESTONE

ROOFING SHINGLES

are easier to sell — and sure to last



Check these Features of ASBESTONE!

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- Durable—lasts a lifetime
- Economical—moderate initial cost—practically no upkeep
- Fireproof—absolutely incombustible
- Weatherproof—does not rot,
- Termiteproof—no organic matter for termites to eat
- in winter, cooler in summer
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AND More and More Beautiful Homes Have ASBESTONE Siding Shingles $_$ deep

wood-grain finish—in four colors: Gray, Greentone Blend, Bufftone Blend, White. Straight or Wavy Edge.

Modern! -ASBESTONE Wallboard

For homes, stores, offices—For interior partitioning and exterior finishes...easy to install... fireproof...can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights — Corrugated Standard "400" and Economy "250"



AND IN ADDITION—COLORS, DESIGNS, TEXTURES THAT SELL ON SIGHT!

Early American Strip—in the distinguished, traditional shingle design—in wood texture finish—Available in Five Popular colors.

Dutch Lap—For a straight-line effect—in a distinctive deep wood-grain finish

Hexagonal-Popular diamond pattern-in a smooth finish

All Lifetime Products of

ASBESTONE

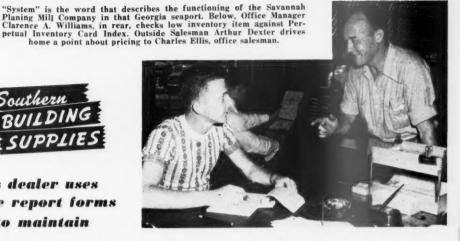
5300 Tchoupitoulas Street

New Orleans, Louisiana

Specialists In Asbestos-Cement
Building Products For Over 25 Years

Southern BUILDING

This dealer uses nine report forms to maintain



RICINEC

TO BE SATISFACTORY in the control of a business, the accounting and record forms must be designed to fit the firm-just as millwork must be designed to fit a particular house.

That's the conclusion reached by the owners and operators of the Savannah Planing Mill Company in 1947. And the ways they now so easily and accurately keep tab on estimates, shop orders, cash and charge sales, purchases, and inventories make their system one to be studied by lumber dealers throughout the land.

To help them institute a modern system of accounting and business control T. Lawrence Palmer, Jr., and Fred L. Dimmick employed Clarence A. Williams as office and credit manager of their Savannah, Georgia, company, This man had served for 15 years in similar

capacities for the Reynolds and Manley Lumber Company, manufacturers and exporters.

The Savannah Planing Mill Company's system of business control is obtained through the use of modern office machines and equipment, loyal and alert personnel, and nine report forms. The latter were developed in standard size to fit the peculiar requirements of this firm that finishes its own lumber, makes special millwork, and retails paints, plywood, insulation, hardware, wallboards, stock sash, doors, and screens, and other building materials.

This company has its own Estimate Form, which is filled out in duplicate, both copies of which are serially numbered. This form of standard letter size has columns for: sizes, pieces, feet, price, amount. Across the bottom is the important control line: "We reserve the right to decline to furnish on this estimate unless accepted within.....days."

The duplicate of a completed Estimate is kept on the desk of the office manager, who checks with the salesman or customer to see that the sale is consummated if possible under the company's uniformly set prices.

Of standard letter size and punched for a post binder, the Salesman's Daily Report of the Savannah firm is also made in



Mrs. Colleen Cash is exceptionally tionally proti-cient at using this modern bookkeeping machine to post in-voiced charges on a customer's ledger sheet and statement in rapid-fire order. The statement is made in dupli-cate for permanent record copy. This firm currently has about 700 active has charge accounts. Mrs. Cash also does the work o n company's journal and ledger control books.

SOUTHERN BUILDING SUPPLIES for SEPTEMBER, 1951

duplicate. The salesman keeps the duplicate for follow-up purposes and the original goes to the management for study and steering of the sales staff.

This daily report form shows in successive columns the customer's name, address, whether new account, contact, amount sold, will call in order on, did not sell because. The form also has space to indicate the weather, which factor would affect the salesman's productivity and results.

The Savannah Planing Mill Company has its own special Shop Order, made in duplicate in standard letter size. The copies are serially numbered with the original going to the shop foreman. The duplicate goes to Partner Palmer, who checks the orders daily to be certain that the jobs are completed and furnished promptly.

This Shop Order form I sts the date, who for, and when promised. The left half of the sheet is used to list and describe the order. The right side at top shows labor by mechanic and helper in hours, rate, amount, and total. Below are columns for the material, price, amount, and total, with final lines for the total amount for labor and material and for the foreman's signature.

All sales by this building material dealer are recorded on one of two Standard register machines in the central sales office. One is for cash sales. The other is for charge sales. The charge form is longer with more item lines because most charge sales involve



The Savannah Planing Mill Company uses separate sales-ticketing machines for "Cash" and "Charge" sales. Above, Office Salesman Ralph Sterling records purchase of varnish and brushes by friendly customers. Note "reminder" displays on counterand paint in salesroom in rear. At right, Luther Downum, shop superintendent, emphasizes to a craftsman the company rule about having written orders for all millwork. Shop must have "Material Transfer Record" made of items taken from retail stocks.



more purchased products.

The sales tickets are made in quadruplicate. The first copy is the Delivery Receipt copy. The second is the customer's copy. The third copy is used for the invoice, and the fourth as an office record.

Two office salesmen fill in the

prices and amounts of charges on the invoice copies when they are not busy waiting on customers a person or by telephone. Office Manager Williams keeps up to date the three master price books for the firm. Two are in the office and the outside salesman carries (See BUSINESS CONTROL page 93)



Located at the bend of the highway to the islands, at the junction of Liberty and Wheaton Streets, the Savannah Planing Mill Company's spectacular sign, at leit, is a major focal point in the historical city. The sign—like that on modern theater marquees—has changeable silhouetted letters. Almost 350 different messages — mostly civic — have been placed on the sign since its erection March 18, 1949. The copy is changed every few days to promote local conventions, special events, and products sold by this progressive lumber dealer.

For more Repair and Remodeling jobs



THE FRONT of a home may look spic and span from the street, but often it will be found that the home-owner overlooks or neglects that part of his property exposed in the rear.

So it seems that the alley is just as good an approach, if not a better one, to the need for repair and remodeling jobs as the front street. For the best entering wedge is from the viewpoint of that part of the property that needs attention most.

These conclusions were reached after a recent tour of four residential district alleys. This personal survey was inspired by suggestions that have been made at conventions and in publications to dealers often lately, to wit:

"If and when the homebuilding market runs out, you will find it necessary to rely largely on repair and remodeling jobs. The best way to find these jobs in the city is to travel the streets of your residential districts, observing what houses need improvements, and then calculating what repairs or additions or remodeling can be sold."

The idea for the alley tour resulted from what could be seen from our own back yard. The view was not exactly impressive. Since back yards are not universally as attractive as front yards, it seemed to follow that if a man were careless about appearance of his property at the rear, he would likewise be negligent of its upkeep.

After this tour of the alleys, we are convinced that a vast, almost untouched, market for garage and house paint, for garage and house roofing, for new screen doors and steps, and for general repairs, exists at the rear as well as the front of many residences of age.

This survey was made with an unpracticed pair of eyes, which may have missed conditions that a building material dealer would spot readily. Nevertheless, going along the first alley in a highly respectable neighborhood, flanked by 27 owner-occupied residences, we definitely saw a potential market for repair and improvement materials.

The first two-story brick structure on the left sat in front of a garage from which the roof was simply slipping away. Eleven of the 27 homes seemed to be fair prospects for complete new roofs on both garage and house. Some garages were bulging, sagging, and about ready to collapse. As viewed from the alley, there was a great need for paint everywhere.

This, it must be remembered, was in the rear of homes that are distinctive when viewed from the front. There were only 11 residences on one side of the alley mentioned. But six of them were in need of paint on the wood trim, and eight needed new screen doors.

The next alley was about a mile from the first and it divided two rows of houses in m district of comparable age. But, strangely enough, viewed from either front or rear, the 24 houses in that block showed little need either for painting or repairing. Perhaps that is because this section, although consisting of small cottages, is traditionally exclusive in reputation and, therefore, has almost universal pride of ownership.

The third alley, however, is in a district that might easily prove to be a bonanza for the energetic dealer seeking to repair, remodel, or build additions.

The alley itself—a short one in a short block—did not expose so many prospects. The most significant observation was that fire

nificant observation was that five (See TOUR ALLEYS page 81)



Ranch-styled lumber yard designed for MINIMUM HIRED HELP

WHEN DEFENSE plants and armed forces beckon to local manpower, or when building activity slumps drastically, a one-man lumber yard looks like a Paul Bunyan dream.

When D. F. Ellenberger decided last year to move from the 60-year-old location in Plattsburg, Missouri, which he had bought in 1945 from P. J. O'Malley, he was worried over the future manpower situation. War clouds already had gathered when he designed the layout for his new retail lumber yard, and so he spent extra time making it a saver of both labor and time.

If it came to the worst, Ellenberger wanted to be able to operate his business with only a truck driver's help!

The key to such a design was found to be structures one-man high, arranged for ease and efficiency in bringing in and hauling out materials. This meant long, low warehouses and sheds built in the ranch-type style of modern homes as contrasted with the two-story houses of yester-year.

As pictured on these pages, the Ellenberger plant for a year now has proved to be a highly efficient lumber yard and building-supply operation. It has the desirable flexibility of being operated in bad times by one or two men, or with expanded personnel in good times without moving a stick,

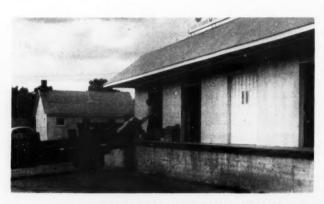
Depending upon the season, Ellenberger has employed from two to six persons. But he can put By L. H. HOUCK

10 or more men to work profitably in his yard without making any changes, if the materials demand calls for it.

Ellenberger's business has increased substantially since he moved to the new site, with little increase in operating costs. Farmers and townfolk alike enjoy the ample parking and loading spaces, which permit extra-quick service when they're rushed as well as the slower tempo of man-talk selling on rainy days.

Located on a two-acre plot on the curving bend of a main highway, the Ellenberger plant consists of a lumber shed, saw house combination store and warehouse

The simplified arrangement of streamlined buildings in the retail lumber yard of D. F. Ellenberger at Plattsburg, Mo. is seen above. The store end of the warehouse building is smartly designed with off-center gabled roof, all glass toed-in front, with wood paneling between Picket fence adds a "homey" touch. Yardside of warehouse is at ground level. On opposite side, loading dock is truck-body high. Lighted overhanging roof permits use in dark, inclement weather.



SOUTHERN BUILDING SUPPLIES for SEPTEMBER, 1951



The 208-foot long, low-roofed lumber shed is designed for loading and unloading by one man. Galvanized metal roof overhangs for badweather loading. Bins are 8 x 8 x 20 feet. Saw shed is close by. Radial saw is used for ripping, cutting, ending, and angle cuts. Stationary rack has metal rollers to facilitate working wood from either end of shed. Side door permits access while shed is in use.

building, and a carpentry shop. The lumber shed and warehouse are built "one-man high" so that a single employee can load or unload lumber and other building materials without too great effort.

Ellenberger's trucks were equipped with dumping devices to simplify unloading.

The lumber shed is 20 feet wide and 208 feet long. It consists of wood framing on concrete piers, covered with corrugated galvanized steel. One man can load or unload the 8x8-foot bins. A five-step shop-made ladder is handy when needed to reach the tops of stacks and long lengths in the top tier of bins.

The saw house is conveniently located in the center of the yard, near the lumber shed. It is 8 feet wide and 18 feet long, with a side door and two end doors. These permit lumber to be fed from truck or shed into one end for re-sawing and out the other.

Since the front entrance to the yard is 75 feet wide, trucks can load from the lumber shed on the right, the saw house in center, or the materials warehouse on the left.

The store and warehouse building is 20 by 100 feet. The office and salesroom consume only 20 feet of the front end of this building. Paneled in knotty pine this room contains compact displays of paints, nails, hardware, and material samples.

The warehouse portion of the building is 20 by 80 feet. It is floored with concrete, with the right side at ground level and the left side truck-body high with concrete loading dock. In it are stocked glass, insulation, hard-

ware, millwork, roofing, plywood, moldings, and other materials.

With four overhead garage doors opening on the dock side and three on the yard-level side, this building permits loading or unloading from both sides and thereby saves truck switching and labor. Everything in this building is stored "one-man high."

Located back of this warehouse building, with driving space between, is the 20x20-foot carpentry shop in which portable farm structures are fabricated.

Facing the highway at the right, loading-dock side of the warehouse and store building are the storage piles of clay products and the yard-fabricated livestock feeders and other farm units. The front of the yard and the open space between the modern low buildings are graded level and covered with gravel to keep down dust and avoid messy mud in bad weather.

Simple in design and arrangement, the buildings in Ellenberger's yard are integrated for profitable operation with minimum manpower.

"We have learned," Ellenberger asserted, "that lumber handling can be speeded up economically—even in small yards—without elaborate machinery. Our one-man-high system is well liked by our customers and employees."

D. F. Ellenberger figured maximum display in a minimum of space for his 20x 20 - foot salesroom and office. Above, he fig-ures a bill of goods for a Kansas farmer who was first attracted to the tractyard by portable live-stock feeders dealer sells. this dealer builds and sells. Ellenberger de-signed the wall shelves for his paint display from S*B*S il-

lustrations.





"Handy Andy" not only has his name on the Hanna Lumber Company's special carpentry service for customers, but also shares a spot with "Choosey Suzy" in each issue of a direct-mail piece sent out by the Farm and Home Trading Post, a branch of the main firm. This bulletin, which pushes specials in building materials, also provides free advertising space to "friends and neighbors in the community." Below is a typical advertisement in which Handy Andy says, "Have fun—build something practical." But the "Handy Andy service more often builds something for the customer.

in order to carry out some chemical experiments. Later he came back to order a series of cabinets, and eventually built a new home, with a laboratory attached. Naturally, the Hanna Lumber Company got the materials order!

These small sales for the Handy Andy service at first glance may seem unimportant. Actually they mount up to a large volume each month, since customers usually buy paint, varnish, sandpaper, finish hardware, latches, hinges, door trim, and other accessories to go with whatever they have ordered.

Short and odd pieces of lumber and plywood—left when these items are cut to size for customers—are profitably used in the custom-built shop wood items.

Although the Hanna shop offers painting and finishing service, most of the custom-built items are sold and delivered unfinished. This makes the customer a prime prospect for paints and painting supplies.

HANDY ANDY builds small items for customers

FOR CUSTOMERS who lack the "know how" or proper tools to make small items for the home or to do small repair jobs, the Hanna Lumber Company in Tulsa, Oklahoma, has set up a "Handy Andy" service.

Such service is performed in a small carpentry shop, located at the firm's main retail store. The demand for "Handy Andy" service has grown so that the shop now is staffed by the head carpenter and three assistants!

At the shop, Hanna men will cheerfully study the specifications that any customer brings in, and build whatever is required—from a playpen for baby up to a complex cabinet for a sportsman's guns.

Equipped with drill press, table saw, planer, sanding equipment, and electrical hand tools, the shop helps sell materials from the nearby lumber shed and storage facilities. All materials for each project are first sold to the customer. At a flat price, the item is produced in the shop "while the customer waits," or turned out later to be picked up.

The chief carpenter in the shop is a veteran with the Hanna Lumber Company, chosen for his skill in making any type of finished millwork. The helpers are selected for the same ability. All take personal pride in their handiwork, which is well known in many Tulsa homes.

"This service appeals particularly to busy men who want to make an improvement in their homes but can not find the time for doing the work," commented H. E. Hanna, head of the Hanna firm. "It appeals equally to women, who have little or no knowledge of tools or building materials. Through advertising the fact that we can make up any type of 'what-not' the customer wants, we have attracted hundreds of customers who otherwise probably never would have entered a building materials store.'

The shop, which may be visited by the customer if desired, is so convenient that many purchasers actually "oversee" construction of the item they have ordered.

All salesmen in the building materials store have been trained to help the customer decide what he actually wants, and to "sketch it out" so that a better idea can be obtained as to what materials are suitable.

This system requires patience, particularly where women are involved, according to Hanna. But multiplying sales that stem from the good-will created by the service are adequate proof that it is worthwhile.

A typical customer, for example, wanted a small workbench made





With a modern tilting pallet truck, the J. A. Dossett Lumber Company's workers in Paducah, Ky., are able to unload a carload of sacked masonry goods twice as fast as with conventional trucks. A close-up of truck is shown at far left. This dealer reports substantial savings in moving goods into warehouse and on to delivery trucks with the pallet truck. Pictures courtesy Anthony Truck Company.

Engineered HAND TRUCKS

move more materials, faster, with less labor

ONE SURE way to speed materials handling in a building-supply warehouse—and thereby slash labor costs or save energy for other yard duties—is to switch from old-fashioned, plain hand trucks to one or more of the new engineered types.

They have been designed to do more work, faster, with less labor. Yet their cost is a bargain when you consider the work they save.

These tilting trucks can easily handle 1,200 pounds of sacked masonry goods or other heavy

compact materials, such as gypsum lath. They carry loads 12 times their own weight!

Features that figure in this work-saving transportation are the lightweight but strong all-welded frames; the strategic noseplate wheels that permit a tilt of the truck forward so it can slide under a pallet or level stack of material; the strong, wide, thin nose plate that does this important pick-up; and the curved, rubber-padded handles.

Such engineered hand trucks

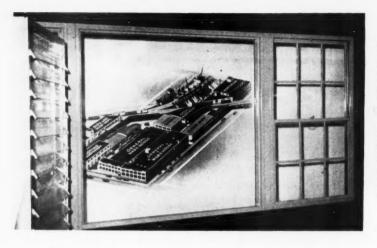
are placed on many dealers' delivery trucks and taken to the freight car or job site to load or unload burdensome materials. In some cases they have actually helped dealers to hire employees or keep others, who otherwise would not endure the strain of moving materials manually or with the aid of plain hand trucks.

Manufacturers of engineered hand trucks are so certain dealers will like them that some factories offer or sell them on 10 days' free trial!

The Boozer Lumber Company in Columbia, S. C., modified its factory-built double-tilt truck to cut its material-handling costs in the warehouse 50 per cent! One man can do the work of two that have the help of a plain hand truck. A third wheel was added to the frame of the rear handles so the handler can tilt the rear frame and pull the front tilting frame loaded with heavy materials backward for a three-wheel roll and push forward. Boozer teams the truck with gravity roller conveyors to keep his handling costs to a minimum. Materials are moved on the truck, with or without pallets, depending upon item.







On one wall of the Fischelime and Cement Company's new display room in Memphis, Tenn., a Truscon steel picture window frames a large drawing of the firm's giant materials manufacturing and distribution plant. Truscon steel doublehung and casement windows flank the center panel. A new Style-Vista awning type glass window is on display along front wall in a shadow-boxed frame features Carey Fire-Chex shingles, surrounded by other roofing and siding materials distributed by this Mid-South jobber.

Fischer's modern, compact

Materials DISPLAY ROOM

TO SATISFY buyers of building materials for residential and other construction, they must be allowed to see and compare the different types and finishes that will be best for the job. In other words, the merchandise must be displayed or demonstrated to them.

The Mid-South's largest distributor of building supplies, the Fischer Lime and Cement Company, has solved this problem in Memphis, Tenn., with a compact display room on the second floor of its general warehouse and office building at 269 Walnut Street.

Opened a year ago but not completed until last spring, this modern materials display room is comfortable and large enough to encourage customers to browse. In it are attractively shown over 40 different building materials and equipment that are wholesaled to some 300 retail dealers in the widespread Memphis trading area.

A foyer, 10 feet wide and 45 feet long, leads from the elevator to the 60x30-foot display room. It adjoins the sales promotion, advertising, and printing department of the Fischer Lime and Cement Company. Carroll L. Joachimi is sales promotion manager.

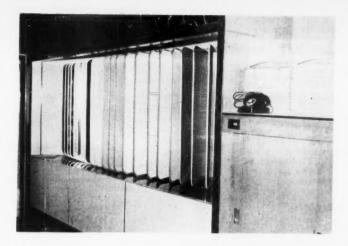
The room is air-conditioned and lighted by fluorescent fixtures. The ceiling is of acoustical tile, with the pattern changed every 10 feet for material demonstration purposes.

The modern, compact display of leading building supplies took considerable planning and great expense but W. N. Fry, Jr., Fischer's president, declared that "the display room has already proven its worth by the buying response of local contractors, businessmen, and home-owners, and the scores of retail dealers who came by to select materials and supplies for their customers."

The many materials and supplies displayed in this handsome room lend reality to the products of some 200 manufacturers that are included in Fischer's jumbo catalog for retailers. This loose-



A product made especially for the Fischer Lime and Cement Company, King-fischer asphalt roofing shingles are displayed prominently in center of room. Flanking the roofing display is a USG Sheet-rock installation and selection display. In background are bundled samples of brick, some in cabinets and others above them. Daylight is filtered in through Pittsburgh glass blocks.

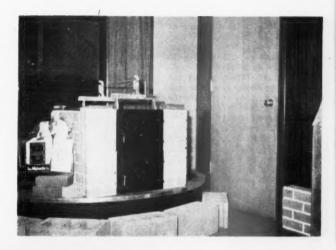


Marlite predecorated wall panels get quite a play in Fischer's handsome new materials display room. Samples of all popular patterns and designs of this material swing in a built-in wall display, seen at left. Installations of the versatile material appear above, below, and at the end of this display. Lined along the wall projecting from the left end of the Marlite display is a display of doors—Permalume shower doors, Holcomb and Hoke Fol Door, and the Admatic machine. The latter is used to show customers colored pictures of different styles and bonds of brick used on Memphis jobs. Walls of the foyer to the display room are covered with samples of Miami-Carey bathroom cabinets and accessories, and panels of fancy hardwood plywood.

leaf file of product information and prices is kept up to date by Joachimi's staff.

Among the products displayed—often with the aid of special lighting— in Fischer's "sample room" are asphalt roofing and siding, asbestos roofing and siding, interior and exterior doors, screen doors, folding doors, wood and metal windows, predecorated hardboard panels, hardwood plywood, bathroom cabinets and accessories, brick, concrete block, floor and ceiling tile, door hardware, fireplace equipment, glass blocks, and gypsum boards.

Joachimi reports that the presence of so many items on display often results in customers buying several extra products besides those for which they especially came to Fischer's.





A corner of the display room spotlights a Majestic outdoor fireplace and barbecue pit, encircled by samples of Fischer's cement blocks. The walls are covered with samples of Marlite paneling.

In addition to bathroom cabinets and accessories and hardwood plywood panels, the foyer to Fischer's display room includes the dramatic display of Corbin, Tegco, and other door locks on circular shelves, at left. The locksets are mounted for ready demonstration and comparison. This flanked by samples of interior and exterior wood doors and screen doors, which swing out for ready selection. The doors are painted on one side and left in natural wood finish on the other.

An outdoor-minded home-owner looks down the chimney of the packaged barbecue pit display at the Calcasieu Lumber Company in Austin, Tex. The fire-place was set up in this dealer's appliance department on the street floor during the spring and summer, and now is on display in the heating department on the second floor. The salesman explains how the practical unit functions.

"PIT IN A PACKAGE"

sells outdoor fireplaces and related items faster



THANKS TO the imagineering of a concrete block dealer, purveyors of outdoor fireplace units now have a more profitable way to merchandise such fabricated cooking equipment. This is through the assembly and sale of all the materials and equipment it takes for a home-owner to build his own outdoor barbecue pit.

"When the customer can see for themselves that one piece simply goes on top another block, he realizes how easy it will be for him to build his own barbecue pit," explains a salesman of the Calcasieu Lumber Company in Austin, Texas.

Although this firm did not advertise or display such a packaged

The whole display for packaged barbecue pit sales is seen in above photo, furnished by the Majestic Company, outdoor fireplace unit manufacturers. Imitation steaks add realistic touch to display. Placards (not clear in photo) list prices and items included in deal. Related items such as picnic tables can be grouped around display for suggestive or tie-in selling.

outdoor fireplace until May 20, Calcasieu had sold 30 such packages within two months at a retail price of \$47.50 or more, depending upon the addition of blocks to the pit chimney.

This lumber dealer advertised this outdoor specialty in these words:

"A BEAUTIFUL FUNCTIONAL BARBECUE PIT in just 3 HOURS! You can build a barbecue pit to be envied by the whole neighborhood in just three hours or less, with Calcasieu's Barbecue Pit in a Package, following simplest instructions! Package includes 11 large fire-resistant concrete blocks, 2 large smooth-finish cement work tops, 3 base blocks, prepared cement for mortar, cement paint, and a fine, all-metal ready-built fireplace unit. Everything's built to specification . . . you just put it together! Majestic fireplace unit has heavy angle-iron frame, cast-iron bottom grate and top grill in removable sections. An excellent fireplace at a remarkable low package price! Complete \$47.50 with 11 blocks. With 12 blocks, \$48.75.

"See this wonderful barbecue pit assembled on Calcasieu's first floor."

The salesman said that once the prospect is convinced that this low package price includes everything he needs for his outdoor fireplace, it is sold. "These pits work fine after they're installed."

Women have bought many of these units. But their husbands like to put them together, even though they can afford mechanics to do it, because they take pride in bragging about their own ability. And in inviting friends over to see "my job" and to sample barbecued steaks.

Two seasons a year put homeowners in the mood for outdoor fireplaces—spring and autumn. Dealers should find frequent customers for these units this fall by displaying and advertising such an attractive "Pit in a Package."

'Home Wants' Cited

Analysis of the purchases of Five Star House Plans from Better Homes and Gardens magazine and the comments of the plans buyers prompted Building Editor John Normile to design "The House You Ordered" for the magazine's August issue.

Normile's summary of Mr. and Mrs. America's current "house wants" stacks up in these specifications:

"It must have no fewer than three bedrooms.

"It should be Contemporary in design, with a compact plan that will look well on a suburban lot (but fit on a small city lot, too).

"It should be one-story, not too spread out.

"It must have two bathrooms, or at least a compartmented bath.

"It should have a living-dining combination, though it might have a separate dining room. But it must have eating space in the kitchen.

"'It' is the house you readers want to build."

"What Happened This Week?"

This Texas lumber dealer finds out at worthwhile meetings of his personnel worthwhile meetings of his personnel

KENNETH MOORE always has reacted with some distaste when, making specific inquiry about merchandise in person or by telephone, there was a momentary, vacuous intermission, followed by the phrase:

"Just a moment, please."

So one objective of the weekly sales training meetings at the Simms-Moore Lumber Company in Carrollton, Texas, is to develop a versatile organization, with each employee having yardwide knowledge of the merchandise, so that none must confess product ignorance by using that phrase.

As managing partner of this firm, Moore made up his mind when the business was launched in 1948, that the personnel would not have to pass a customer from

one to another. "We are here, all of us, for the purpose of selling goods," Moore declared. "If an, one of us is compelled to call for help in dealing with a customer, that one is not qualified to sell our merchandise."

Throughout the year there are 52 sales meetings, but with only one subject or agenda—"What happened this week?" The theory behind the meetings is, "We don't know much, but we're trying to learn." Moore does not exclude himself from the need of weekly organization sales training. He attends to management functions and does practically all the outside selling.

"We have a meeting of the entire organization, including yard employees, once every two months," he explained, "because I believe that truck drivers can have a better idea, on occasion, than top management

"The weekly meeting is for the sales organization of eight men, and I first buy a dinner before we come to the store. When a good industry film is available, we show that. But the principal objective is a discussion of our mistakes. Generally we find we have been doing something wrong, or have been failing to do something else that is worthwhile.

"It is impossible to place a tangible measure of benefit on such meetings, such as a definite improvement in sales. What we seek is improvement in individuals and the selling organization as a unit. And I do know the meetings pay. I discontinue anything that doesn't!

"Some operators want to do, personally, everything there is to be done about a yard. Not me. I want a group of intelligent men, interchangeable, so to speak, each of whom knows as much as possible about all phases of this business. You can't get that through a prepared and purchased course of sales training. Especially with none here capable of conducting such a course, since none in the organization considers himself an expert."

Moore related that one employee fairly oozed confidence (See SALES MEETINGS page 81)



To make sure that his employees were well trained, Kenneth Moore started weekly meetings of his eight salesmen. As partner - manager of the Simms-Moore Lumber Company in Car-rollton, Tex., Moore says the purpose of such meetings is to find out last week's mistakes and how they can be avoided next week. meetings follow a weekly dinner. The neat Simms-Moore store is seen below. Handsome wood awnings across front keep salesroom cooler.





GOOD SERVICE

by All Personnel



The Public, of course, is everybody — your customers, friends, neighbors, and everyone else in your trading area.

But so far as Public Relations is concerned, we conveniently can divide public into two groups:

1. Your customers, or those with whom you have personal contacts.

Your community, which includes everyone else whose goodwill is valuable to you.

In working to improve your Public Relations with the two groups, you must rely, first, on making the right sort of contacts with customers and members of the community and, second, on making effective use of various Public Relations tools.

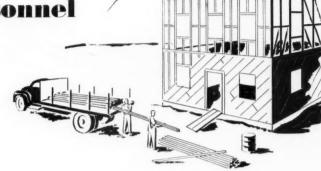
Your own employees, of course, play a large part in determining your Public Relations with both groups. No matter how skillful a job the owners and managers do in their dealings with the public, the net result will be unsatisfactory if your employees work or talk against the organization.

But if the employees feel reasonably satisfied about the essential matters—wages, hours, and working conditions — and about their personal relationships with the management, they can aid greatly in building better Public Relations.

The kind of men you hire, the way you train them, the way you deal with them, and their attitude on the job is of great importance, not only in selling materials and providing good service to customers, but also in influencing your Public Relations.

Your personal contacts with members of the community occur when they visit your yard or showroom, when you deliver materials, and when you or your employees meet outside the usual course of business.

Thinking now about making impressions—not about good sales-



manship and merchandising, which are big subjects in themselves—these are the things which deserve special attention and emphasis:

1. Avoid bad impressions which annoy customers and others. Deliver your materials at convenient times and places . . . Make sure your trucks are operated in a safe, quiet, and courteous manner . . . Require your office and sales employees to be reasonably clean and neat and willing . . . Guard against undue noise in your yard which might disturb nearby residents early in the day or at night.

2. Keep your promises and commitments.

3. Avoid questionable sales practices and misleading or inaccurate information.

4. Offer a maximum of extra services which will win special appreciation and convince customers that you, as a distributor, do much more than merely order, stock, sell, and deliver building materials.

For example, you can win much good will (and extra business, of course) by offering to help your customers by finding suitable plans, assisting in arranging credit, finding workmen or contractors,

suggesting ways to save time and money for your customers, etc.

The dealer who has no nearby competitor may be able to disregard or become careless about these matters for a considerable time without suffering any serious consequences, so far as loss of sales is concerned. But the time may come all too soon when his customers and the rest of the community will fail to support him in a crisis because he and his organization have made too many bad impressions and too few good ones.

The point is that, in addition to sending the customer away feeling that he has made a good buy, you also want him to feel that you are a real asset to the community and have his interest at heart. That is good Public Relations and good business to boot.

The people who never visit your yard are almost as important to you as those who are steady customers.

That is true because, as we said earlier, the future welfare of your business and of your industry is at the mercy of public opinion. If the public decides that you and your

(See GOOD SERVICE page 82)

This is the third installment of the "Public Relations Guide for Retail Lumber Dealers." It was prepared by the National Retail Lumber Dealers Association as a service to the members of its federated state and national associations of building material dealers.

DEMANDS POUR IN FOR AMAZING NEW



OIL OF A THOUSAND USES!

Oil, Davis' paint product of the year,

Electronically-processed Lectung

is a special blend of many oils.

New Lectung Oil is unexcelled for

waterproofing, reinforcing, sealing

and a thousand other home and

factory uses.

Lectung Oil

one gallon of Linseed Oil, and one and one-half gallons of Peerless Thinner make a real waterproof shingle stain.

Lectung Oil used as a sealer and undercoater prevents hairlines and surface cracks. Seals against alkali and other salts.

(3) FLOOR COATING

Seal your floors against moisture and warping with Lectung Oil. Will not rubber burn, crack, chip or peel. (4) REFINISHING FURNITURE Lectung Oil dries to a smooth, brilliant finish . . an excellent

Seals the pores of brick and stucco walls against water seepage.

(6) REINFORCING PAINT

and rust-proofing qualities to mixed and semi-paste paints



One gallon of Lectung Oil, (2) SEALING WALLS



surface for waxing. (5) WATERPROOFING

Adds waterproofing, sealing



THE H. B. DAVIS CO.

1701 BUSH and SEVERN STS., BALTIMORE 30, MD... and SAVANNAH, GA.





THE DEFENSE Housing Act has six titles that pull out several of the stops that have muzzled the music of the construction calliope this year.

Of particular interest to dealers and homebuilders is the provision relaxing credit regulations on all houses costing \$12,000 or less. Section 602 does that and lengthens the mortgage period from 20 to 25 years.

The bill gives the Federal National Mortgage Association the authority to make commitments, prior to completion, for purchase of mortgages on housing in critical defense areas, on Wherry Act military housing, and on housing in disaster areas. This authority is limited to \$200 million and terminates December 31, 1951.

The Defense Housing Act itself extends to June 30, 1953. Title I sets forth conditions that qualify a critical defense housing area, gives private enterprise first shot at construction there, suspends credit restrictions on housing sold up to \$12,000 or rented up to \$85 a month, and relaxes other housing credit regulations in such areas.

Provision is also made for defense housing and community facilities and services by the government. Contracts may be made on a cost-plus-a-fixed-fee basis of not more than 6 per cent. Funds are provided for loans to housing prefabricators and to the Veteran Administration's direct loan program.

Mortgage insurance is covered in the act's second title, which becomes new Title IX to the basic National Housing Act. It provides 90-per-cent, 30-year mortgage insurance on rental and sale housing.

A spokesman for the National Association of Home Builders predicted that the Defense Housing Act will result in the starting of at least 20,000 new dwelling units within the next 90 days in critical defense and military areas.

The chairman of the national housing committee of the American Legion, J. Neely Peacock, Jr., who was instrumental in getting the easier terms on GI homes into the Defense Housing Act, is hopeful that the mortgage funds for FNMA and VA will permit veterans to get the homes they need. If not, he urges builders and financiers to join the Legion in getting more funds appropriated for this purpose.

"THE EXCELLENT analysis of housing materials requirements prepared for the joint committee of the National Association of Home Builders and the Producers Council played an important part in the decisions of the National Production Authority in issuing its new construction regulations," according to A. Naughton Lane, president of the Producers Council. He asserted that "such a pattern should be followed with respect to use of materials in other types of construction."

RUMBLINGS from the Senate Finance Committee indicate that large cooperatives soon may be made to pay taxes, too.

Federal Agencies Agree on Standards

Officials of 11 Federal agencies have agreed to abide by four uniform standards of design and construction to conserve critical materials in new Government building projects, including military, the Defense Production Administration announced.

The standards were endorsed by a newly-formed sub-committee of DPA's Conservation Coordinating Committee with the hope that the uniform construction and plumbing practices will be observed not only by government agencies but by all segments of the construction

industry. These standards are the present national standards for structural steel, reinforced concrete, stress-grade lumber and plumbing installation.

DPA officials said the conservation of scarce materials through widespread recognition of the four standards of design and construction might increase the amount of materials permitted for other civilian projects.

The sub-committee recommended that the following four standards be recognized by NPA, various claimant agencies, design engineers and building code officials as a basis for scheduling and alloting critical materials and granting authority to commence construction:

- 1. Structural Steel Construction—"Specifications for Design, Fabrication and Erection of Structural Steel for Buildings (Riveted, Bolted and Arc-Welded Construction)" revised June, 1949. Copies may be obtained from the American Institute of Steel Construction, 101 Park Ave., New York 17.
- 2. Reinforced Concrete Construction—"A.C.I. Standard Building Code Requirements for Reinforced Concrete (A.C.I. 318-51)."
 Copies may be obtained through the American Concrete Institute, 18263 W. McNickols Rd., Detroit 19, Mich.
- 3. Lumber and Timber Construction—"National Design Specification for Stress-Grade Lumber and its Fastenings, 1944; revised 1950." Copies may be obtained from the National Lumber Manufacturers Association, Washington, D. C., at 25 cents each.
- 4. Plumbing "The National Plumbing Code," June, 1951. Copies of this code, developed by the National Plumbing Code Committee and issued jointly by the U. S. Department of Commerce and the Housing and Home Finance Agency, may be obtained from the Superintendent of Documents, U. S. Government, T. S. Government, T. C., at 50 cents each.

In identifying these standards as recognized good engineering practice, the sub-committee pointed out that technical societies and standardization groups are currently restudying these and other standards. It recommended that the Building Research Advisory Board consider the possibilities of revisions which would further improve construction practices and conserve critical materials.



Another great profit-builder from



UNITED STATES PLYWOOD CORPORATION

Announcing A NEW, NATION-WIDE SOURCE

FOR HIGH-OUALITY HARD BOARD

O its broad line of plywood, doors and I other building materials, United States Plywood now adds another important product-Weldwood Hard Board, which will shortly be available through all of our warehouses.

By this step, a new and convenient source of supply for high-quality hard board is at your disposal. Your regular Weldwood salesman will be able to take care of your hard board needs. The customary prompt, reliable Weldwood service will be yours-and you will be able to get one sheet or a thousand right

along with your delivery of Weldwood prod-

Best of all, you will find that Weldwood Hard Board is a superior board. Light in color, it is easier to paint. It works and cuts better, with a clean, sharp edge. We urge you to compare it with the hard board you have been using.

Weldwood Hard Board will be available in the two popular types - standard and tempered - in the usual sizes. Tempered Tile Board will also be available.

United States Plywood Corporation is the world's largest manufacturer of plywood, producing a complete line of decorative hardwood plywood, fir plywood, Weldtex and other specialty items—as well as the most complete line of wood-faced flush doors on the market.

WELDWOOD Hard Board

Manufactured by Abitibi Power and Paper Company, Ltd.* Distributed Exclusively By

UNITED STATES PLYWOOD CORPORATION 55 West 44th Street, New York 18, N. Y.

Branches in Principal Cities • Distributing Units in Chief Trading Areas

*Weldwood Hard Board distributed on the West Coast is manufactured by Forest Fiber Products Company.

CONTROLS that

may affect Your Business

IN KEEPING with the provisions of the 1951 Defense Housing Act, which President Truman signed September 1, the Federal Reserve Board revised housing mortgage terms under Realty Credit Regulation X. Minimum down-payments are substantially less now on houses costing \$12,000 or less. Consequently, many builders are hopeful over the prospects of a pick-up this fall in low-cost housing jobs.

For houses costing up to \$7,000, the down-payment now can be as little as 10 per cent for FHA and conventional loans, or only 4 per cent on a GI loan guaranteed by the Veterans Administration.

Houses costing from \$8,000 to \$10,000 now call for a down-payment of 15 per cent unless the loan is for a GI and VA-guaranteed. Then the stake is only 6 per cent.

For \$11,000 or \$12,000 houses, the down-payments now are 20 per cent for all except VA-guaranteed loans for GI's, which require only 8 per cent.

Down-payments for more expensive houses remain proportionately high, as follows, with cost, conventional, and GI loans listed in that order:

\$15,000—28%—23% 20,000—41%—36% 25,000 and up—50%—45%.

ALL CONSTRUCTION projects requiring steel, copper, and aluminum are subject to the Controlled Materials Plan beginning October 1. Through issuance of NPA Order M-4A in place of M-4, together with CMP Regulation 6 amendments, directives, and delegations, the National Production Authority made this control move in an effort to stretch supplies of the critical metals to meet all military, defense, and essential civilian requirements.

These NPA orders in effect relax controls on small building projects but tend to tighten the controls on larger building projects. In fact, NPA has notified the public that practically no large industrial projects will be authorized to begin construction during the fourth quarter due to the unbalanced need for structural steel.

Permission to build a house is not necessary where less than a specified amount of controlled materials is used. For a one-family house with steel piping, the specified amounts are 1,800 pounds of steel and 35 pounds of copper. For a house with copper piping, the amounts are 1,450 pounds of steel and 160 pounds of copper. (For double, triple, or quadruple housing units, the specified amounts are proportionately less than the multiples.)

The same procedure applies to building a store or factory—the builder may proceed through self-authorization provided he will not need more than specified amounts of metal materials. On the orders, he simply writes: "Certified under CMP Regulation 6." He adds the symbol U-7 if it is a house; U-6 if an industrial plant, or U-8 for a store or other types of structures. The builder gives these orders to the dealer or distributor to obtain the required materials.

Where a structure calls for more than the specified amounts of metal materials, the builder must obtain government permission with or without a DO-rated order. Form CMP-4C is used for most building projects. But for construction of buildings for amusement, recreation, and sports, Form NPAF-24A is required. This form is used also for any builder seeking an adjustment or exception in his materials requirements.

All housing applications should be filed with the appropriate field or D. C. office of the Housing and Home Finance Agency. The Federal Security Agency handles applications for school, education, or hospital construction. General commercial construction applications must go to the Facilities and Construction Bureau of NPA in Washington.

NO AUTHORIZATION is necessary for the use of controlled materials in adding to or altering existing houses when no more than one-half the quantities of controlled materials specified for

building the same house is used.

Criteria for processing CMP applications for construction have been issued and may be obtained from NPA offices. They set up four Class priorities depending upon urgency of project and its contribution to defense or public welfare. A companion revised list of allotment numbers and symbols and DO ratings was released by the Defense Production Administration.

THUS DEALERS will be receiving two kinds of materials orders now. One will consist of Authorized Controlled Material orders, properly self-authorized by builders or approved by the NPA. The other will be DO Rated orders with proper authorization from approved government agency.

AMID THE CONFUSION of the terms of the new Defense Production Act with the insistence by the Administration for revision of same, the OPS continues to release and amend price orders.

CPR 66 covers asphalt and asphalt products, such as roofing, siding, etc., effective August 6. It sets ceiling prices on basis of highest price charged by sellers to purchasers of same class during base period from August 1, 1950, to January 25, 1951. However, it permits ceiling price adjustments to reflect increased purchase cost of components and containers which rose more than 5 per cent between June '50 and March '51.

WAGE ADJUSTMENTS become more permissible by recent rulings of the Wage Stabilization Board, but the red tape to handle them becomes longer. General Wage Regulation 12 establishes the Construction Industry Stabilization Commission which will prescribe wage procedures for the building industry. The WSB has authorized this commission to approve wage increases up to 10 per cent over the level of rates prevailing at the outbreak of the Korean war. Thus the base date is June 24, 1950, instead of January 15, 1950-base date in effect for most other industries.

General Wage Regulation 13 establishes the authority and procedure for acting upon petitions for so-called fringe benefits. The five specific types are paid vacations, paid holidays, premium pay, shift differentials, and call-in pay. All types of fringe benefits, including the employer's contribution to insurance, health and welfare plans, and pensions are covered.

Johns-Manville Flexboard Transitop is STRONGER...

Both surfaces are tough,
fireproof asbestos Flexboard

The same properties that make J-M Asbestos Flexboard as a building of the same properties of the same pro

The same properties that make J-M Asbestos Flexboard so desirable as a building sheet, make it the ideal surfacing material for Flexboard Transitop, the structural insulating building panel, developed by Johns-Manville. The Flexboard surface, made of asbestos and cement, is tough, strong and abuse-resistant. Fire-proof and rodent-proof, it provides a smooth flush surface, which can be left as is or decorated as desired.

Impregnated core
combines strength with
high insulating value
between these Flexboard surfaces

Between these Flexboard surfaces is an insulating core of a special impregnated Weathertite Sheathing. This combination makes J-M Flexboard Transitop both a structural and insulating material at one time. The Weathertite core is available in thicknesses of ½" to 2" depending on the service required,

Easy to work or apply

J-M Transitop is easily handled on the job. It can be sawed, nailed without drilling, or drilled for bolts or other fasteners without fear of chipping or cracking. It offers the ease of dry will construction and the erection advantage of large sheets in one material.

For full details about J-M Transitop, the wonderful, new structural insulating material, write Johns-Manville, Box 290, New York 16, N.Y. In Canada, write 199 Bay Street, Toronto 1, Ontario.





SEPTEMBER saw most lumber prices and the prices of several other materials at new lows for the year. However, passage of the Defense Housing Bill with its easier mortgage terms and aids held promise of new home construction bolstering the faltering market this fall.

Due to limitations on the use of critical metal building materials and the better terms on lower-priced houses, the trend again points to small house construction instead of the previous onrush of commercial and industrial construction along with the larger, more expensive homes.

REPORTS from the major lumber associations concurred in the reluctance of dealers to stock up in lumber and their choosiness in placing necessary orders. The June survey of retail lumber stocks and sales showed that stocks across the land averaged 2.6 per cent lower than at May's end and 7.4 below December '40 levels. However, stocks were 10.1 per cent above June 30, 1950.

At the same time retail lumber sales averaged 23.7 per cent below the previous June—and 2.8 per cent less than for May.

THE SOUTHERN PINE trade barometer for the week ended August 25 showed production 12.13 per cent below the "three-year average." Shipments were 9.41 per cent above production, but new orders were 1.16 per cent below shipments.

THE INCREASE in rail freight rates made effective August 28 is bound to push up the prices of lumber and other commodities.

As the Interstate Commerce Commission sought to help equalize freight rates in the Southern and Western territories with those in the Eastern (official) Territory, the increase within the latter was 9 per cent, while it was 6 per cent in the other territories or from the Eastern to either of the other areas.

Maximum limits, however, were placed on rate increase for lumber, millwork, and coal. The territory percentage increase applies only up to a maximum of 4 cents per 100 pounds for lumber; 5 cents for millwork, and 20 cents per ton for coal.

BUILDING MATERIALS are generally in good supply across the South except for spotty delivery points. Plywood is plentiful, what with increased output. Lessening of heavy construction is making cement more available.

NEW HOUSING starts in July totaled 83,000 private non-farm dwelling units, or 5 per cent less than June. Final reports on April starts pushed them up to 96,200 units, from the preliminary 88,000 estimate, which indicates that total starts this year may reach 1,000,000 instead of the 850,000 goal of federal agencies.

New construction put in place during July was 3 per cent more than in July '50 or in June '51. The Dodge Corporation reported contract awards in the 37 states east of the Rockies were at a new high for the first seven months of the year—23 per cent above the same period last year.

Lumberman White to Be Governor of Miss. Again

High White, owner of retail lumber yards in Jackson, Meridian, and Yazoo City, Miss., on August 29 was chosen as governor of Mississippi for the second time. The wealthy 70-year-old lumberman won in a Democratic party primary run-over contest with the 35-year-old son of a former governor of the state.

White is the second man in history to be elected to the post twice. The late Senator Theo Bilbo also served two elective terms as governor of Mississippi.

White campaigned on a States' Right platform and in opposition to the FEPC proposal of President Truman

Defeated in a run-over race for the lieutenant-governorship was Jimmy Arrington, former mayor of Collins, who has been banquet speaker at several conventions of dealer associations in Dixie.

Johnsons Die in Plane

Two top officials of the C. D. Johnson Lumber Corporation, Portland, Ore., were killed in the crash of a giant commercial airliner in the California hills August 24. President Dean Johnson and Sales Vice-President Ernest E. Johnson were returning from an Eastern business trip with their firm's accountant, Eric P. Van. All 50 aboard were killed.

Dean Johnson, elder of the brothers, was a native of Louisburg, Ark., a graduate of Cornell University, and past-president of the West Coast Lumbermen's Association. Ernest Johnson was a native of St. Louis, a Cornell graduate, and a World War I veteran.

Death struck the Johnson Lumber Corporation for the third time within a week when R. P. Richardson, resident manager of the firm's Toledo, Ore., operation, died from a heart attack while serving as a pallbearer for the Dean Johnson service on August 28.

Framing Practices Subject of Research

Through a study of wood-framing practices, the Housing and Home Finance Agency and the University of Illinois Small Homes Council hope to reduce the structural cost of homes.

Wood-framing practices and roof construction methods will be analyzed to find which best take advantage of the physical characteristics of lumber without waste in materials or labor.

Special attention will be given to developing methods for adapting clear-span roof framing to the 1½-story house, thereby providing living space on the upper floor.

A complete list of all known structural systems of wood framing will be prepared as the first step in the research operations. This will include stud, joist and rafter framing, studless walls, post and truss systems, and roof trusses for 1½-story houses.

The second phase will consist of a laboratory analysis of various methods of framing. These analyses will include structural design efficiency; material and labor requirements (both for off-site construction and field erection); assembly difficulties; and relationship to other portions of the house, such as installations of plumbing, heating and electrical systems, and room sizes and arrangement.



NPA Names Bldg. Advisory Committee

Two retail building material dealers are among the 29 members of the newly-appointed Construction Advisory Committee to the National Production Authority, defense branch of the U. S. Department of Commerce.

These dealers are Lynn Boyd, of Pampa, Tex., Grand Snark of the International Concatenated Order of Hoo-Hoo and past-president of the Lumbermen's Association of Texas; and Norman P. Mason, of North Chelmsford, Mass., past-president of the National Retail Lumber Dealers Association and chairman of the U. S. Chamber of Commerce's Construction and Development Committee.

The whole advisory committee to NPA on construction is listed below in alphabetical order of the individual members:

Francis G. Addison, Security Bank, Washington, D. C.; Albert H. Baum, building commissioner, St. Louis, Mo.; Lynn Boyd, Lynn Boyd Lumber Co., Pampa, Tex.; Leo H. Cleary, electrical engineer, Washington, D. C.; J. B. Converse, J. B. Converse & Co., Mobile, Ala.

Thomas P. Coogan, Thomas P. Coogan Construction Co., Miami, Fla.; D. D. Couch, American Radiator & Sanitary Corp., Pittsburgh, Pa.; Walter L. Couse, Walter L. Couse & Co., Detroit, Mich.; A. W. Gilmore, General Electric Co., Bridgeport, Conn.; A. S. Horner, A. S. Horner Construction Co., Denver, Colo.

J. N. Landis, Bechtel Corporation, San Francisco, Calif.; A. Naughton Lane, Monarch Metal Weatherstrip Corp., St. Louis, Mo.; D. S. MacBride, Hercules Cement Corp., Philadelphia, Pa.; Norman P. Mason, Wm. P. Proctor Co., North Chelmsford, Mass.; G. W. Maxon, Maxon Construction Co., Inc., Dayton Ohio; J. E. Merrion, J. E. Merrion Construction Co., Chicago, Ill.

C. W. Moseley, R. H. Bouligny, Inc., Charlotte, N. C.; John Mowbray, Roland Park Company, Baltimore, Md.; Glenn Stanton, Glenn Stanton & Associates, Portland, Ore.; J. M. Straub, Fort Pitt Bridge Co., Pittsburgh, Pa.; Forest C. Tefft, Claycraft Company, Columbus, Ohio; H. C. Turner, Jr., Turner Construction Co., New York, N. Y.; Ralph Walker, firm of Voorhees, Walker, Foley & Smith, New York, N. Y.

George C. West, First Federal Savings & Loan Assn., Atlanta, Ga.; T. I. O'Gara, Weyerhaeuser Sales Company, St. Paul, Minn.; Thomas S. Holden, F. W. Dodge Corporation, New York, N. Y., H. R. Peck, Armstrong Cork Company, Lancaster, Pa.; Hugh Potter, River Oaks Corp., Houston, Tex., and Wray M. Scott, Wray M. Scott Co., Omaha, Neb.

Becomes Largest Maker Of Asphalt Floor Tiles

The opening of a third plant at Joliet, Ill., recently made the Mastic Tile Corporation of America the largest producer of asphalt tile flooring in the country, according to Harry A. Hachmeister, company president.

The company has two other plants producing the Matico line in Newburgh, N. Y., and Long Beach. Calif.

Hachmeister also announced that the Mastic Tile Corporation of America has purchased all patents, formulas, trademarks, and rights to Moultile, a product of the Thomas Moulding Floor Manufacturing Company. Distributors of Moultile will continue to be supplied as in the past.

NEW ASBESTONE FACTORY IN ST. LOUIS

THE ASBESTONE Corporation, which has headquarters and its initial asbestos-cement building material factory in New Orleans, La., last month put into operation a new branch plant in St. Louis, Mo. Located on St. Cyr Road, the St. Louis plant cost the firm approximately \$1,000,000.

The plant is manufacturing Asbestone siding shingles and wallboard. In addition, a full line of roofing shingles is available from the St. Louis factory to building supply dealers in the Mid-West.

Clifford F. Favrot, president of the Asbestone Corporation, explained that demand had so outgrown the production facilities of the New Orleans plant, his firm carefully planned the expansion into St. Louis as a means of supplying dealers in the Mid-West faster with larger quantities of as-



Officers of the rapidly-growing Asbestone Corporation are seen above checking the latest report on sales of asbestos building materials. From left the trio includes Vice-President Paul G. Charbonnet, Sales Manager Harold W. Davis, and President Clifford F. Favrot.

HEN THIT . T SENS ATIONS

Available for Delivery NOW!

Adaptable to old or new garages and "correct" for any type of architecture.

Toxic and water repellent treated for long service life. Although E-Z-UP-9 is made extra wide (for 9'-0" openings) yet it opens and closes just as easily as an 8'-0" x 7'-0" unit — the happy result of engineered balance.

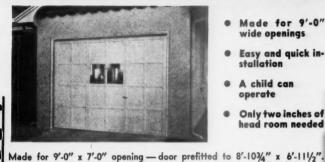
HARDWARE - E-Z-UP-9 hardware is notably efficient and trouble-free. Comes complete, including lock with two keys and all necessary hardware to

make E-Z-UP-9 the smoothest working Overhead Garage Door Unit.

hrif-T E-Z-UP-9 MADE for 9'-0" WIDE OPENINGS

OVERHEAD GARAGE DOOR UNIT-

- developed as additions to the famous Thrif-T line in reply to an insistent customer demand.



- Made for 9'-0" wide openings
- Easy and quick installation
- A child can operate
- Only two inches of head room needed

Thrif-T RIBBON UNITS Single and Twin

Here is the answer to the plea for "MORE WALL SPACE." Thrif-T Ribbon Units provide the wall space — and the LIGHT and VENTILATION as well.

Made to line at head with other windows and doors, thus the space below the Thrif-T Ribbon Units is 100% usable for chairs, beds, tables, desks, etc.



Unit fits all type walls — Frame — Brick Veneer — Masonry.

Thrif-T Ribbon Units are furnished in SINGLE and TWIN.

COMPLETE - All hardware included — even plaster ground at head and stool is included — Carton Packed.

for durability.

The sash of the Thrif-T Ribbon Unit is 28" x 16", 1 It., 13%" thick. Glazed plain glass bedded in putty.

Toxic and water repellent treated





ED IN Thrif-T WEATHERSTRIPPED WINDOW UNITS Thrif-T PICTURE WINDOW UNITS MT. VERNON .

Thrif-T TWIN . . Thrif-T WINDOW Thrif-T BAY WINDOW UNIT . Thrif-T TWIN .

CASEMENT UNITS . E-Z-UP OVERHEAD GARAGE DOOR UNIT Thrif-T DE LUXE PICTURE WINDOW UNITS "4 in 1" ENTRANCE FRAME

Thrif-T DISAP-PEARING STAIRS . .

Thrif-T BASEMENT UNIT "10 in 1" ENTRANCE FRAME . .

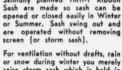
Thrif-T No. 1332 ATTIC LOUVRE .

Thrif-T WARDROBE

No. 960-R CORNER CHINA CASE

Complete Information on Request

WRITE for NAME OF YOUR NEAREST JOBBER



Skillfully planned Thrif-T Ribbon



Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer

W 0

WOODWORK for the HOME R

bestos-cement building materials.

The Asbestone siding shingles and other products are planned and designed in a variety of popular colors and shapes by Vice-President Paul G. Charbonnet, an experienced architect. Asbestone wallboard comes in two grades, Utility and Flexible.

The firm also produces two grades of corrugated asbestos roofing and siding sheets, the Standard "400" and the Economy "250." These have been used to construct atomic-energy buildings at Oak Ridge, Tenn., Ellenton, S. C., and Paducah, Ky., and on industrial buildings as far away as the sugar mills of Hawaii.

When it was started 30 years ago, the Asbestone Corporation produced only corrugated sheets. In 1938 it added roofing and siding shingles for residential construction, along with the asbestoscement wallboard.

According to General Sales Manager Harold W. Davis, the firm's sales have soared from \$358,000 in 1938 to \$7,500,000 in fiscal 1951. He pointed out that current residential sales of Asbestone products are running some 35 per cent ahead of last year. Siding shingles now account for nearly 60 per cent of the company's output.

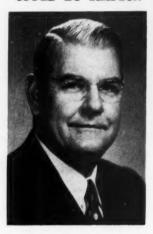
USG Sets Up Five New Dealer Sales Regions

To put its sales management in closer touch with retail building material dealers, plasterers, and contractors, the United States Gypsum Company, Chicago, Ill., last month established five new regions headed by five dealer sales managers.

Appointed as sales managers were R. H. Chandler, W. J. Kluessner, O. C. White, F. M. Miller, and C. O. Futterer. They will manage dealer sales in regions consisting of two or three divisions.

New top sales-management appointments were made for G. J. Morgan, H. C. Bear, and J. G. Stemples. Morgan is general merchandise manager. Bear is assistant general merchandise manager. Stemples is merchandise manager of plastering materials.

UPPED BY SIMPSON



Thomas F. Gleed, above, is the new president of the Simpson

Logging Company, 56-year-old Pacific Northwest manufacturer of wood products. Formerly president of the Seattle-First National Bank, Gleed has been a member of Simpson's Board of Directors for nine years. He assumed the presidential duties of W. G. Reed, who now devotes his time to the board chairmanship.



Charles E. Devlin, above, has been advanced from the general sales managership of the Simpson Logging Company to the position of vice-president in charge of sales. Before joining this manufacturer of wood products, Devlin had served as managing director of the Douglas Fir Plywood Association.

Chamber Promotes Code of Unification

H. R. Northup, executive vicepresident of the National Retail Lumber Dealers Association, has been appointed chairman of the new United States Chamber of Commerce to promote unification of building codes.

This committee already has met and drafted a tentative report. Its chief aim will be study directed towards building code improvement.

Other committee members are: Albert H. Baum, Building Officials Conference of America; W. F. Clucas, National Association of Master Plumbers of the United States, Inc.; Frank W. Cortright, National Association of Home Builders of the United States; Chester Crossfield, Southern

SOUTHERN STATES' NEW ORLEANS PLANT



This artist's sketch shows the Southern States Iron Roofing Company's new \$200,000 plant, which was formally opened at 700 Jefferson Highway in New Orleans, September 12. As part of the day's activities, an aluminum welding demonstration was given in the evening. The New York Wire Cloth Co., Barclay Manufacturing Co., Reynolds Metals Co., Assestone Corp., Lockport Cotton Batting Co., Perma Products Co., Barrett Roofing Co., Inland Steel Products Co., Wheeling Steel Corp., and Minnesota and Ontario Paper Co.—whose products Ssirco distributes—had exhibits and representatives at the "open house."

IS YOUR WIFE THINKING:

"Why doesn't he put AN UPSON CEILING IN OUR HOUSE?

How long since you looked at the ceilings in your own home?

Tonight-look up! See for yourself! Chances are your

home too is included in those two out of every three which have cracked ceilings.

Of course, you'll be surprised-and annoved!

But it's your chance to discover the great value of Upson Kuver-Krak Panels. See for yourself how easily-how quickly-how beautifully the



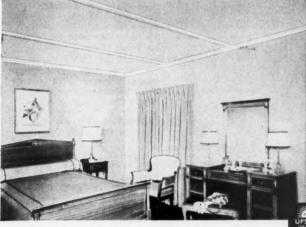
iob can be done. Without muss, fuss, confusion or irritating delays.

Then you'll have a crackproof ceiling that assures you lifetime satisfac-

You'll want every customer to

have an Upson Ceilingyou'll sell hundreds! Let us send an Upson Representative to show you how to have an Upson Ceiling in your own home. Mail the





So much beauty-so quickly achieved! Hundreds of thousands of Upson Ceilings are giving satisfaction in American homes.

UPSON KUVER-KRAK

THE UPSON COMPANY

669 Upson Point, Lockport, New York

- Send me instructions sheets for applying Kuver-Krak Panels.
- Have your Representative call to give me more information about Kuver-Krak Panels for my home.

STREET ADDRESS_

55

Building Code Congress; J. E. Dunn, Portland Cement Association; J. H. Ehlers, American So-

ciety of Civil Engineers.

Joseph C. Fitts, Heating, Piping and Air Conditioning Contractors National Association; R. G. Kimbell, National Lumber Manufacturers Association; Charles M. Mortensen, the Producers Council, Inc.; John A. Neale, National Board of Fire Underwriters: Harry C. Plummer, Structural Clay Products Institute: L. D. Price, National Electrical Manufacturers Association; A. W. Russell, Pacific Coast Building Officials Conference; Welton A. Snow, Associated General Contractors of America, Inc.; Henry J. Stetina, American Institute of Steel Construction, Inc.; G. S. Stuart, Painting and Decorating Contractors of America. Walter A. Taylor, American Instistute of Architects; B. L. Wood American Iron and Steel Institute, and L. H. Yeager, Gypsum Association.

New Servel Office To Serve Southeast

"Automatic refrigerator sales since World War II have increased twice as fast in the South as sales for the entire country," according to John K. Knighton, general sales

manager of Servel, Inc.

As a result of these figures, Servel has opened a fifth regional sales office with headquarters in Atlanta, Ga. This office will serve Virginia, North and South Carolina, Tennessee, Arkansas, Louisiana, Mississippi; Alabama, Georgia, and Florida. Temporary headquarters are in the Peachtree Manor Hotel, 826 Peachtree Street, N. E., until the permanent office building is completed, about January 1, 1952.

The Atlanta staff will include Austin J. Schullstrom, regional manager; G. Howard Christine, contract sales representative; Warren Thompson, district manager for Virginia, the Carolinas, and Tennessee; Byron A. Bliven, manager for Alabama, Georgia, and Florida; Robert B. Clarke, district manager for Arkansas, Mistrict manager for Arkansas, Mis-

sissippi, and Louisiana.

Servel motorless products operate on gas, electricity, or kerosene. The Servel line includes three principal products — the motorless refrigerator, the copper ball gas water heater, and the "all-year" air conditioner.

Model Emergency Ordinance Approved

Approval of a "proposed model emergency building code ordinance" which will permit building officials to authorize use of alternate materials and techniques during the present emergency, has been announced by Raymond M. Foley, administrator of the Housing and Home Finance Agency.

During national emergencies certain critical materials are needed for defense purposes, although local building regulations require use of these materials. Yet construction and repair must go forward, and this emergency ordinance—when locally adopted—permits building officials to approve the use of alternate materials and techniques when such an emergency arises and shortens the supply of required materials.

Formal title of the ordinance is:
"An Emergency Ordinance Amending All Building, Electrical, Gas, Mechanical, Plumbing and Related Ordinances; Authorizing the Use of Alternate or Substitute Materials and Methods During the Period of

National Emergency."

The "model ordinance" was written by HHFA officials and reviewed and unanimously approved by HHFA's Advisory Committee on the Administration of Local Building Regulations.



ACTION DISPLAY

"We live in an attic and love it!"
That's the theme of an unusual
point-of-sale display recently offered by the National Gypsum
Company to promote sales of
Gold Bond insulation board. This
17x18-inch dealer-help features a
special coated acetate with a surface that is reflective until a selfcontained flasher unit lights the
bulb behind it. Then the acetate
becomes transparent, revealing a
full-color picture of a room, as
seen here.

This advisory committee is composed of building officials and specialists in municipal regulations. They are a cross section, representing various parts of the United States.

While many local codes provide authority to approve alternate materials and methods under standards which will protect public health, safety, and welfare, a large number do not contain such authority even for periods of shortages. Foley stated.

HHFA's Director of Research, Joseph H. Orendorff, indicated how the proposed ordinance might

be used.

In some kinds of masonry construction, lightweight aggregates might be used instead of heavier sand and stone for concrete. This weight reduction, in turn, would make it possible to use less reinforcing and structural steel.

Another way to save steel, made possible by the ordinance, would be through increase of stress allowances of steel members in the

building

Personnel Notes

Del'on Bennett recently replaced Jonas W. Graber as state director for the Federal Housing Administration in Kansas. Graber is now regional representative for the administrator of the Housing and Home Finance Agency.

* * *

J. W. McNairy has been appointed manager of the General Electric Company's mammoth Appliance Park project at Louisville, Ky. He is responsible for the building planning and construction program.

* * *

Robert J. Miller, wood technologist of Ann Arbor, Mich., has joined the Timber Engineering Company's laboratory staff. His first duties will be on a project of wood preservation for the U. S. Corps of Engineers.

* * *

Fred M. Hauserman, president of the E. F. Hauserman Company, Cleveland, Ohio, has been elected to the executive committee of the **Producers Council**. He has been a PC director since 1949.

* * *

New assistant advertising manager of the E. L. Bruce Company. Memphis, Tenn., makers of hard-



Recommended

The owner of this beautiful home asked his roofing applicator to recommend a roof that would provide the greatest fire-and-weather protection, durability and beauty. CERTAIN-TEED's Woodtex Asphalt Shingles were recommended.

Whether it's a roof for a spacious country home or a trim little ranch house, you can recommend CERTAIN-TEED's Woodtex Asphalt Shingles to any customer with the same confidence.

WOODTEX

These extra-heavy asphalt shingles, with artistically blended colors, are characterized by the built-up graining and deep shadow lines. The attractive wood grain appearance is achieved by CERTAIN-TEED's own unique graining process. In green, gray, blue, red and brown blends.



Quality made Certain...Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS

ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPSUM PLASTER • LATH • WALLBOARD • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD

wood flooring and finishes, is John C. Fleming. Formerly in the flooring division, Fleming succeeded Friel Mullins, who was transferred to the Terminix division.

George R. Brockway has been made vice-president in charge of sales and advertising for the Rapids-Standard Company. Inc., Grand Rapids, Mich. Harvey M. Rasmussen is now sales manager for this material-handling equipment manufacturer.

* * *

New director of sales for the Plaskon division of the Libbey-Owens-Ford Glass Company is Carleton Ellis, Jr. He has been with the Plaskon division 18 years.

George E, Hopf, hardware sales manager and former advertising manager of Henry Disston and Sons, Philadelphia, is now managing the company's new marketing division. He is in charge of advertising, sales promotion, market research, and sales budgets.

The National Production Authority has appointed Paul B. Holmes assistant director of the Building Materials Division, with supervision over plumbing and heating matters. Holmes formerly was associated with the National Radiator Company and, prior to his recent appointment headed his own Washington, D. C., firm of manufacturers' representatives.

Don J. Mescher is the new senior salesman for the new Southwest regional sales office for the Simpson Logging Company in Kansas City, Mo. P. D. Kelly, former Simpson salesman in the Amarillo, Tex., area, has been transferred to New York City as salesman for Simpson's insulating board products, doors, and plywood.

The Georgia-Pacific Plywood
Company. Augusta, Ga., has appointed Ray Arndt as manager of
door sales for the Eastern division.
Arndt has spent more than 30
years in the millwork, lumber, plywood, and construction industries.

Charles W. McBurney has been appointed director of publicity for the Southern Pine Association. In announcing the appointment, Secretary-Manager H. C. Berckes said that the trade promotion committee plans to intensify the associa-

tion's activities in the field of dealer cooperation. McBurney will be available to work with groups of dealers on merchandising programs.

* * *

Millard I, Binswanger, of Binswanger and Company, Inc., Richmond, Va., distributing and manufacturing firm, has been reelected vice-president of the Flat Glass Jobbers Association. Harry Mook, former sales manager for the Memphis division, has been promoted to the vice-presidency of the Binswanger Mirror Company in Grenada, Miss. After 40 years of service with Binswanger. during which time he became purchasing agent, R. P. Bowers, Jr., retired from the company. Ed Barrett, manager of Binswanger's Greensboro, N. C., office, was recently elected to the wholesalers' policy committee of the Armstrong Cork Company.

* * *

W. A. Matheson, for the last year director of dealer relations of the American Bildrok Company. Chicago, makers of lightweight aggregates, has been elected vice-president. He has twice served as president of the Oil-Heat Institute of America and is author of the book, "The Selling Man."

* * *

Paul W. Schoen, who has served as executive secretary of the

Forest Farmers Association, Valdosta, Ga., for the last six years, has joined the American Paper and Pulp Association and the American Pulpwood Association as Washington representative.

* * *

Howard E. R. Hutton has been appointed comptroller of the Fleet of America. Inc. Buffalo, N. Y. For 15 years he served as a financial executive for Bell Aircraft until he resigned to devote his full time to the aluminum window firm.

* * *

Fred J. Meyer heads the newlyestablished wood preservation laboratory of the biochemical research department of the Dow Chemical Company. His assistant is Ralph M. Gooch, whose special duties cover the engineering phases of wood treating.

* * *

Paul Wayman, vice-president in charge of operations for the American Lumber and Treating Company, Chicago, has been made a director. He succeeds J. Gardner Coolidge, who continues as vice-president and Eastern district manager.

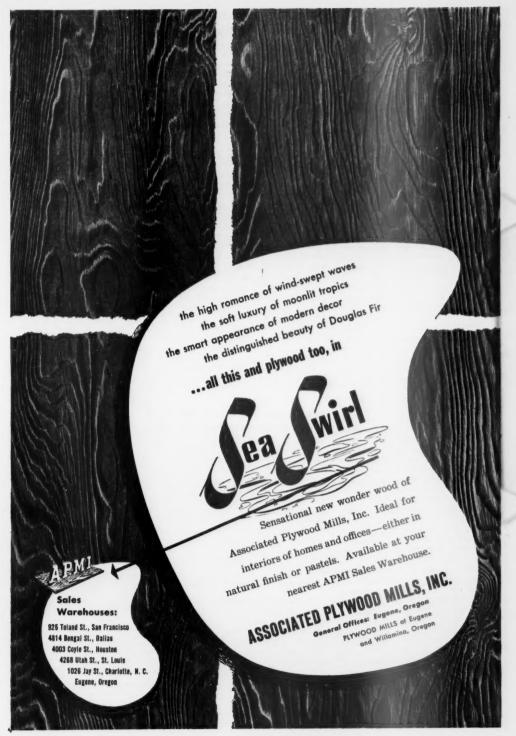
* * *

W. L. Steffens, sales manager of the insulation division of the Philip Carey Manufacturing Company, Cincinnati 15, Ohio, has announced his plans to retire

TRUCK PROVES HARDBOARD'S DURABILITY



The floor of this truck of William Cameron and Company—Lufkin, Tex., lumber wholesaler—has taken a beating, without noticeable wear, since 1948, according to Manager Chub Milner. The surface is Masonite ¼-inch Tempered Presdwood, nailed to the original floor with three-penny coated casing nails, 6 inches apart within panels and 3 inches apart around edges. The company's two new trucks will be floored with the same material.



SEPTEMBER, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

January 1, 1952. He joined the organization in 1911. His successor will be J. C. Rector, present Cincinnati district manager.

* * *

Vern E. Gessner. former sales representative for the Celotex Corporation in the Columbus, Ohio, area, has been appointed sales representative in charge of jobber relations for the Malta Manufacturing Company. Malta, Ohio. In this capacity, Gessner will assist jobbers in Kentucky and five northern states in the sales promotion of Malta wood window frames.

New Color Choices Reported at Clinic

"At no other time in history has the American buyer been more articulate or decisive in her concept of color. She is more than color-conscious—she is color-wise," Irvin Ebaugh told paint manufacturers at a recent meeting in New York.

Ebaugh has been appointed to the national merchandising committee of the Rahr Color Clinic to guide retail paint merchants in best serving paint consumers.

The Rahr Color Clinic recently surveyed the nation to determine the "most wanted colors." In reporting on style trends for the coming year, Ebaugh said that "deep verdant greens, sprightly greens, blues ranging from deep nautical to a Will-o-the-Wisp called Gossamer, flaming flamingo redearthly colors, yellow that rivals the sunbeam—all these to gladden hearts and hearths of 1952 homes."

Ebaugh said that the home furnishings industry has supported the Rahr color program to facilitate "whole room harmony."

Bruning Brothers recently made field tests in parts of the Mississippi Valley, Texas, and along the Atlantic seaboard. Results indicated enthusiastic consumer response to Tint-A-Matic colorants.

Prominent paint manufacturers who gathered for the recent New York meeting also heard a report on technological advances in the new color system, by Robert C. Rhines, president of the Tint-A-Matic Company of Goffstown, N. H. Frederic H. Rahr spoke on the "most wanted colors for 1952," and A. H. Mohrhusen, merchandising director of the Rahr Color Clinic, described the display and promotional program.

Industry Rallies to Provide 19 Cottages Cheaply for Mountain Preachers

WHEN the Clear Creek Mountain Preachers Bible School opens this month in Clear Creek Springs, Ky., the married Baptist preache: students and their families will have 19 new cottages in which to live—thanks to local lumber dealers and manufacturers, distributors, carpenters, plumbers, and electricians.

More than 700 volunteer workers gathered on the grounds of the school to erect the cottages on concrete block foundations. "House-Raising Day" coincided with festivities held in observance of the 25th anniversary of the founding of the school by Dr. Lloyd C. Kelly, former pastor of the Pineville, Ky., Baptist Church.

Some materials for the cottages were donated and some furnished at wholesale prices. To speed up construction and facilitate building by volunteer workers, 8x18-foot Upson Strong-Bilt panels were used. The total cost for each cottage was \$3,500. The exterior of the cottages was covered with a veneer of native Kentucky sandstone.

The Ellis Lumber Company, Shelby, N. C., furnished some of

Unit Structures Co. Builds New Plant in Arkansas

To better serve its Southern market, Unit Structures, Inc., Peshtigo, Wis., is constructing a new wood laminating and fabrication plant at Magnolia, Ark.

Ernest A. Minzlaff is superintendent of the new Magnolia plant, which will make laminated arches, beams, and rafters for use in clear-spanning roof structures.

Accept Building Code

Ten towns adopted the Southern Standard Building Code last month. They include Tallahassee, Madeira Beach, Gainesville, and Pompano Beach, Fla.; Blackstone and Farmville, Va.; North Augusta, Anderson, and Hartsville, S. C., and Owensboro, Ky.

The Southern Building Code Congress accepted four new Florida members recently—Tallahassee, Winter Park, Pompano Beach, and Delray Beach. the framing, siding, and molding for the project. The Pope Lumber C o m p a n y, Barbourville, Ky., Reams Lumber Company, Middlesboro, and McCracken and McCall L u m b e r Company, Pineville, helped with framing, sheeting, and window and door frames.

The McComb Supply Company, Harlan, supplied electrical equipment, nails, and plumbing; Green Brothers Lumber Company, Elizabethtown, N. C., the flooring; and the Creech Brothers Lumber Company, Pineville, the large panels of laminated wood-fiber board.

The Huttig Sash and Door Company, Knoxville, Tenn., helped with windows and doors; the Brandenburg and Gibson Company, Pineville, with other materials.

Each family that moves into one of the new homes will paint or paper the laminated wood-fibe walls to suit individual tastes.

NO WALLFLOWER



To sell more wallpaper to more homeowners, a salesman has to be far more than a wallflower, the record class of students who attended the National Wallpaper Training Institute at the University of Houston (Tex.) learned early this month. Executive adviser of the institute is James C. Taylor, who is seen above discussing the agenda with Miss Lorie Finley, of the Cobb-Holman Lumber Company, Jacksonville, Tex.



Beyond the call of duty

We don't really pin medals on our bags of cement here at Cumberland, but you couldn't blame us if we did. Cumberland Cements not only meet, but *exceed*, all the required standards and specifications.

You, our customer, make our wheels go 'round. You want, and *deserve*, the finest cements we can give you. That's why we're constantly working to improve Cumberland Cements and services. And that's why we require that the cements we deliver to you more than meet federal and A.S.T.M. specifications. The Cumberland label is *important* to you. It's your guarantee of the finest cements it is possible to produce.

Top-quality cement is all we sell. The faster, more efficient, friendlier service that goes along with it is a Cumberland extra.





Feed mill offers cheap plan for

BROILER HOUSE FOR 2,400 CHICKENS

LUMBER DEALERS in chicken-producing areas may find the Commercial Broiler House sketched here just what some of their rural customers need to meet the growing demand for well-housed poultry.

This Broiler House plan was developed by the Research Department of the Superior Feed Mills in Oklahoma City, Oklahoma, as a part of their Superior Farm Service.

Designed for 2,400 birds, this Poultry House incorporates the best uses of equipment and materials to make its construction economical and its operation efficient.

With 6/12 pitch, the roof is pierced by six 16-inch roof ventilators. The symmetrical end gables include adequate wood louvers with inside bottom hinged covers for closing.

Six hovers are installed with rope and pulleys for raising to ceiling to clear floor as desired. An overhead track and trolley expedite handling of feeds.

The wood batten doors at both ends of the Broiler House have removable wire screens inside for warm-weather ventilation. The doors swing from the center in two halves, for access or ventilation.

All window openings in the eight twin window units on both sides of the Broiler House are to be provided with 1-inch wire mesh screens

Alternate bills of materials for this 24x110-foot Commercial Broiler House are furnished for Frame Construction and Concrete Block Construction.

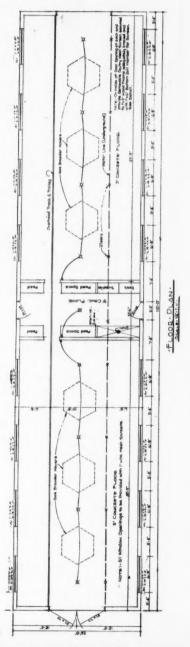
A blueprinted folder containing the detailed floor plan, side elevation, end elevation, cross section, typical wall sections, and detail of removable screen for end doors, is available for only 25 cents. For your copies, just fill in the coupon below, cut it out, and mail to SBS. Do it now—before you forget!

PLANS EDITOR, Southern Building Supplies
806 Peachtree Street, N. E., Atlanta 5, Ga.

Enclosed is _____ cents for which please send me
____ copies of the "PLANS for Low-Cost, Efficient COMMERCIAL BROILER HOUSE," as described in the August
issue of your merchandising magazine for lumber dealers.

NAME

ADDRESS



Pack Up Pardner and Head for the Profits Waitin for You in ...

ZONOLITE'S FALL INSULATION ROUND-UP

Wo're Out to Corral Those Maverick Home Owners With Zonolite's Terrific New Sales-Making Package!

Don't let a packtrain of profit like this get by ... be sure you ge your share! If you were tied up with last year's promotion you'l know how important it is-deal ers reported actual sales increase of up to 400% with Zonolite' 1950 sales program. And-thi year's roundup is bigger and bet ter than ever before. Hit that profi trail-NOW. Send the coupon today. Billboards, radio, nationa ads, newspaper ads, television spots, direct mail, counter displays, publicity-all packed with a sales-making punch. Cut this coupon out-right now!



135 S. LaSalle St. . Chicago 3, Ill.

I CARREL				100
	The same	dud		
				NAME OF THE OWNER, WHITE
			3.0	

3	☐ Send me full details on Zonolite's Fall Insulation Roundup at once. ☐ Please have a Zonolite representative see me as soon as possible. I'm all set and rarin' to go on the Fall Insulation Roundup.
	Name
	Address
	CityState

Zcnolite Company, 135 S. LaSalle St., Dept. SBS-91, Chicago 3, Illinois

FACTORY MANUFACTURER'S DISTRIBUTORS

Vos Company Represents Nine Factories in Four Southwestern States

THE VOS COMPANY opened its doors in Dallas, Tex., as a manufacturer's representative little more than a year ago with one line—hardware made by the Barrows Locks Works.

Today, progressive Al Vos is still his own entire sales force, but he has added eight other firms to the first one he represented.

Vos was born and lived in Leeuwarden, Holland, until he moved to the United States with his parents at age nine. After finishing high school in Seattle, Wash., he joined the Yale and Towne Manufacturing Company in Stamford, Conn.

Six months of training in the Yale and Towne plant gave Vosthe knowledge he needed to set out to do "missionary work" for

the company, as he expressed it. For two years he promoted and sold this hardware line in 37 states, until he was awarded a territory of his own, with head-quarters in Kansas City, Mo. His good work resulted in his appointment as manager of automotive sales in 1948.

Now 39 years old, Vos is well on the way to becoming one of the more important manufacturers' representatives in the Southwest.

He soon hopes to add two salesmen to help cover his territory of Oklahoma, Louisiana, Arkansas, and Texas.

Companies he represents now include Woodall Industries, Inc.. Skokie, Ill., makers of Lamindal plastic laminates; Masonite division of Woodall Laurel, Miss.,



AL VOS

We can still supply ALUMINUM TENSION-tite SCREENS

FOR ALL DOUBLE-HUNG WOOD WINDOWS



USE NOT RESTRICTED

UNDER NPA-M-4A

Immediate Delivery

without any "red tape" or certification.

SEE YOUR DEALER

shown in the Yellow Pages of the phone book under heading "SCREENS—WIN-DOW—TENSION-tite" or write to



RUDIGER-LANG CO.

2701 Eighth Street, Berkeley 10, Calif. P. O. Box 468, Toccoa, Georgia sliding doors; Prestile Manufacturing Company, Chicago, Ill., tileboard and plastic tile; Langille Metal Mouldings, Inc., Chicago, metal moldings; Detroit Hardware Manufacturing Company, Detroit, builders hardware; Goodloe E. Moore, Inc., Danville, Ill., adhesives, paint, stair nosing, Gemco fasteners; Irmanton Products Company, Flushing, N. Y., bath accessories.

Vos, his wife, and nine-year-old daughter live in their own home in Dallas, where Vos is active in the Masonic Lodge.

Forest Products Society to Meet

The Florida - Georgia - Alabama section of the Forest Products Research Society will hold a meeting to discuss wood mobilization, October 5-6 at the Daniel Ashley Hotel at Valdosta, Ga.

Admiral Joseph F. Jelley, chief of the Bureau of Yards and Docks, will be the principal speaker.

The Deep South section will meet in Shreveport, La., sometime in October. The A. J. Hodges Incustries will be host, and will conduct tours through its expansive operations.



Gold Bond gives you extra Ad support to bring you extra remodeling business!

WITH new building leveling off, you've got to count on remodeling for a big share of future business. Gold Bond is stimulating business for you by running big, full-color ads in Saturday Evening Post, American Home and Better Homes and Gardens... magazines that influence millions of homeowners. These ads are packed with ideas. They tell people how to remodel easily and quickly with Gold Bond Gypsum Wallboard... insulate with Gold Bond Rock Wool... decorate with amazing Gold Bond Color Texture. And these ads tell people where to buy these materials—at their local Gold Bond dealer's. That's you!

You'll build or remodel better with Gold Bond

Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Wall Paint, Textures, Rock Wool Insulation, Metal Lath and Sound Control Products.

NATIONAL GYPSUM COMPANY . BUFFALO 2, NEW YORK



Here is the Greatest Exhaust Fans

"BUILDERS SPECIAL"

EXHAUST FANS

Here is a fan you will be proud to install. Features found in the highest priced fansrugged strength in steel tubular frame. Vertical models mounted in SKF Bearings, horizontal models with diamond-bored sleeve bearings-made in 3 sizes and pow-ered with 1/3 H.P. Westinghouse or GE Motor. Positively the lowest priced fan of this quality found anywhere. Write for details today.

VERTICAL DISCHARGE 30" 36" 42" blade ::::

Mod. 30-RY4Y \$53.25 Mod. 34-RV4V \$58.38 Mod. 42-RV4V

\$65.90 Special quantity discounts

Mod. 30-RV4 \$45.90 Mod. 36-RV4 \$51.02 4od. 42-RV4 \$58.52 Spec. quantity disc.

HORIZONTAL DISCHARGE With 30", 36", 42" blade size

• G.E. or Westinghouse Motors • Only 17" Clearance Required • SKF Ball Bearings • Extra High CFM

· Easy to install



DEALERS:

Write for new C & H catalogue showing complete Shovelaire line for 1951 and name of nearest distributor.

AIR CONDITIONING FAN COMPANY, INC.

1595 DeKalb Avenue, N.E. ATLANTA · GEORGIA

NOTES ON MANUFACTURERS

ST. LOUIS, MO .: The Reardon Company is building a new factory and office building on a 51/2-acre site. The factory part is scheduled for completion in October for production of the company's water paint line.

OLYMPIA, WASH.: To house general offices for its Western division manufacturing plant, the Georgia-Pacific Plywood Company is erecting a two-story building here. It is being built almost entirely from materials made by Georgia-Pacific. Douglas fir plywood is being used for floor sheathing, sub floors, roof decking, and other places. Acoustic tile will cover the ceiling. The new GPX plastic-faced plywood will be used on the exterior walls.

SHREVEPORT, LA.: Bird and Son, Inc., paper products and building materials manufacturer, is doubling the capacity of its felt mill here. Production will be increased from 60 to 120 tons a day.

NEW CANAAN, CONN.: The New York Wire Cloth Company, maker of roll screening and Durall aluminum tension screens, has moved into its own two-story office building here. The modern structure is at 63 Park

HOLLISTER, CALIF.: Protective Papers, Inc., with headquarters in Union, Ill., will open a new mill here to make the complete line of Leatherback products. The line includes all-purpose building paper, reflective insulation, vapor-barrier papers, felt papers of all types, and sub-grade papers.

FLAGLER BEACH, FLA.: The Lehigh Cement Company is con-structing a plant here, to increase its supply of cement available to dealers in this area.

ROCKWOOD, TENN .: The Rockwood Slag Products Company, Inc., a new corporation, plans to build a slag and limestone aggregate process-ing plant here. Production is expected to start in October.

ST. LOUIS, MO.: A third major addition is being built for the Cupples Products Company. The metal window company was founded in 1946.

ROANOKE, VA.: Lawrence C. Pheil, Jr., son of a veteran Masonite sales representative, has moved to Roanoke to contact Masonite dealers in this territory. The senior Pheil's headquarters are in Orlando, Fla.

DOLLAR BAY, MICH .: The Horn er Flooring Company has been accepted as a new member of the Maple Flooring Manufacturers Association. At a recent meeting, the firm was represented by its general manager, S. David Horner.

ORLANDO, FLA.: Following the retirement of J. M. McCormick as head of the Mutual Millwork Company, new officers were named. J.

D. Letton is now general manager; P. F. Gibson, office manager, and G. H. Dorman, credit manager.

RICHMOND, VA.: The Lone Star Cement Corporation recently pur-chased a building here and moved its general offices from Norfolk. It has cement mills in Norfolk and Roanoke, and maintains a distribution warehouse in Washington, D. C.

LITTLE ROCK, ARK. William H. Walters has been made manager of the Minnesota Mining and Manufacturing Company's roofing granule plant. He succeeds the late T. B. Notkisch

PERKINSTON, MISS.: John G. Guthrie has been appointed forester for the L. N. Dantzler Lumber Company. He replaced J. E. Bryan, Jr., who was recalled to military duty.

ATLANTA, GA.: Bengt O. Strom-quist has been made Georgia-Alabama sales representative for the residential, commercial, and industrial boilers; radiators, and heating accessories of the National Radiator Company.

MENA, ARK .: George Burnett has a new building that houses woodwork machinery and lumber. His company specializes in molding and special millwork.

NEW IBERIA, LA.: Paul E. Taylor has been appointed distributor of Brik-Toters in this section. Three other distributors for Brik-Toters recently announced are the Western Machinery and Engine Company, St. Louis, Mo.; Lyons Machinery Com-pany, Little Rock, Ark., and Townsco Equipment Company, Oklahoma City, Okla.

HOUSTON, TEX.: Perlite of Houston, Inc., has bought the property of Masco Perlite of Houston, and is manufacturing expanded perlite aggregate under the trade-name of exlite.

PORTSMOUTH, OHIO: The Alsynite Company of America, with head-quarters in New York City, has opened a new branch plant here that will double the company's manufacturing capacity of translucent reinforced plastic panels to meet heavier military and civilian demands.

IRVING, TEX .: The Lloyd A. Fry Roofing Company has started a plant here. It will consist of a felt mill, an asphalt plant to process raw materials, and a roofing plant to produce finished Fry products.

MIAMI, FLA.: William Von, of the Von Wood Products Company, has bought the Berkshire Wood Products Company from Edward Doe. The consolidation will provide the Von firm with three times the former floor space for manufacture of cabinets, cornices, and diving



MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

Advertising Kits Offered to Dealers

Each time a new "room-idea" advertisement appears in a consumer magazine, dealers who sell Nu-Wood and Balsam-Wool will be offered a "one-package" advertising and display kit as a tie-in.

Each kit will contain full-color counter cards, wall and window posters, direct mail pieces, envelope enclosures, counter booklets, and room plan sheets and ad mats for local newspapers.

Much of this promotion features the idea that home-owners can have a new room in their home paid for by savings on fuel bills after installing Balsam-Wool insulation. More than 10,000 inquiries were received after one such advertisement was run

New Formica Suppliers

Six of the 10 new distributors recently appointed by the Formica Company, Cincinnati, Ohio, are Southern or Southwestern jobbers.

Now distributing the laminated plastic panels are the Coronado Company, Jacksonville, Fla.; Dia-



mond Hill Plywood Company, Richmond, Va.; Neal-Blun Company, Savannah, Ga.; Tennessee Metal Molding Company, Nashville, Tenn.; Wall Products, Inc., Washington, D. C., and Springfield Plywoods, Springfield, Mo. and miscellaneous building materials.

Tulane salesmen in the Mobile area are Kiley (Sandy) Sanford and E. Oxholm.

Tulane Opens New Branch

The Tulane Hardwood Lumber Company, Inc., has opened a new branch warehouse at 411 Virginia Street, in Mobile, Ala., to serve dealers in Mississippi, Florida, and Alabama. Main headquarters are in New Orleans.

G. Paul Mazzeno, who was trained in the New Orleans office, has been made manager of the new branch. The warehouse will stock Douglas fir plywood, stock millwork, insulation, wallboards,



Gallagher Secretary Sash, Door Jobbers

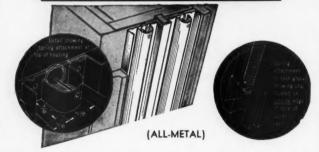
Charles Barney Gallagher, Jr., is the new secretary of the Southern Sash and Door Jobbers Association, according to President M. C. Davidson. Gallagher succeeds Clark McDonald.

Since 1948 until his appointment as secretary of the woodwork jobbers last month, Gallagher had served as Memphis sales promotion manager for the Wallace Johnston Distributing Company, appliance wholesalers. Before that he operated his own retail hardware business

A graduate of Southwestern College in Memphis, Gallagher served in World War II as an instructor, check pilot, and squadron commander for the Air Transport Command, and saw service over-

COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

Do two jobs at once on any double-hung window. Here is an installation on an economy frame giving an all metal sash run. Or simply "cap" old or new wood parting beads. Allmetal Sash Balance give stable sash — provides finger-tip control — cuts labor and material costs and provides better windows by weatherstripping as well as balancing. Send for complete information now.



SOUTHERN METAL PRODUCTS CORPORATION MEMPHIS, TENNESSEE

Gentlemen: Please send me complete information and prices.

NAME.

ADDRESS.

CITY

STATE

Asbestos Siding Facts and Figures



This home, built by Mansfield Builders. Rockville Centre, Li., shows an interesting use of Ruberoid Asbestos Siding in combination with other materials. These are Colonial Shingles in pastel shades.

a builder's story every dealer should talk about

For the past fifteen years Ruberoid Asbestos-Cement Siding has been growing rapidly in consumer-acceptance and sales volume. Now, asbestos siding has become increasingly important to dealers as a profitable, dependable, permanent business.

The following excerpts from a letter from J. Osterland, builder of the home shown above, tells the kind of sales story you should be sure your customers are familiar with:

"These are a few of the reasons that we found it to our advantage to use Asbestos Sidewall Shingles:

1 "Because we don't have to paint Asbestos Siding, we actually save money in using this product in comparison with other sidewall materials.

2 "The choice of several attractive colors enables us to achieve variety in the homes in our developments.

3 "Where desired, Asbestos Siding can be readily combined with other materials such as brick or stone to achieve interesting decorative effects.

4 "We find that prospective home buyers appreciate the advantages of Asbestos Siding and consequently the use of this material makes it easier to sell our homes. We hardly need to point out to them that Asbestos Siding is fireproof and rot-proof and never needs to be painted. Most home buyers have been more or less 'pre-sold' on the fact that asbestos siding greatly reduces maintenance expense."

Savings of \$300 to \$700 can be made on the average small house by the use of asbestos siding. Don't overlook the big market potential in the profitable re-siding business, either. Call your Ruberoid salesman for facts and figures.

And don't forget to ask your Ruberoid salesman about the latest sensation in the siding field: Color-Grained decorator-designed asbestos siding.





The RUBEROID Co.

EXECUTIVE OFFICES: 500 Fifth Avenue, New York 18, N. Y.

Sales Offices: Baltimore, Md., Bound Brook, N. J., Chicago, Ill., Dallas, Texas, Erie, Penn., Minneapolis, Minn., Millis, Mass., Mobile, Ala.

seas. Discharged as an Air Force major, Gallagher served as check pilot for the Waterman Air Lines.

Before the war he had served as assistant manager at Warner Brothers theater in Memphis. In 1949 and '50 he received the distinguished sales award of the Memphis Sales Managers Club.

Active as a director in the Memphis Junior Chamber of Commerce, he was chairman of the recent Miss Tennessee Beauty Pageant. Gallagher is married and has one son.

Serving as his assistant at the headquarters of the Southern Sash and Door Jobbers Association in 209 Sterick Building, Memphis, is Miss Marie Carlisle.

"Good Product, but Hard to Keep" Says Customer

"Yes, I like your disappearing ladder; but every time I need the darn thing, it has disappeared. My neighbor has it!" That is what a customer replied to a routine sales questionnaire sent out by EZ-Way Sales, Inc., Newport, Minn

The company is promoting its

stairways through a "make use of waste space" theme, with advertisements showing attics made into extra rooms. The stairway folds in sections and rests in the attic when not in use. When in use, it locks automatically.

Among the Wholesalers

BEAUMONT, TEX.: Binswanger and Company, Inc., for more than 75 years a distributor and manufacturer of building products in the South and Southwest, has opened a branch office here.

PORT ARTHUR, TEX.: A new branch office for Binswanger and Company, Inc., recently opened here. This is the company's 15th office, from which it distributes building ing materials in the South and Southwest.

NEW ORLEANS, LA.: Louis G. Riecke, executive vice-president of the Tulane Hardwood Lumber Company, Inc., has been appointed to the Office of Price Stabilization's hardwood and softwood plywood industry advisory committee.

FORT WORTH, TEX.: J. Lee Johnson, Jr., president of the Cicero Smith Lumber Company, was re-

cently elected president of the First National Bank here. Johnson has been a director of the bank since 1938. His son, J. Lee Johnson III, resigned from a local law firm to become executive vice-president of the lumber company.

CHATTANOOGA, TENN.: Harold Harned and two other associates have formed the Atlas Supply Company to sell building materials wholesale. The new firm's first product is Cedacote, a material mixed with water and brushed on to make a cedar lining in closets.

CORPUS CHRISTI, TEX.: Ed Grimes, manager of the Plywood Texas Company, has announced that his company now distributes Tylac wallboards. The firm serves the territory around Corpus Christi and the Rio Grande Valley.

JACKSONVILLE, FLA.: The Memphis Hardwood Flooring Company has opened an office here at 2024 Harper Street.

FORT WORTH, TEX.: The Sloan Lumber Company has been appointed distributor of Tylac products in this section. The company's territory includes Dallas and Wichita Falls, as well as Fort Worth.

MOBILE, ALA.: Employees of the Tulane Hardwood Lumber Company held a big stag dinner party August 21 at the Battle House hotel. "The Doorway to Happiness," a movie about manufacture of fir doors, was shown. G. Paul Mazzeno, manager, and Sales Representatives Captain E. Oxholm and Sandy Sanford arranged the affair for the new Mobile branch.

RUSTON, LA.: Three Hills set a new record at the graduation ceremonies for the Louisiana Institute of Technology. Gilbert Hills received a degree in electrical engineering; Anne a degree in music, and Jane a degree in speech—at the same time. They are the twin daughters and son of the Houston, Tex., district sales manager of the Long-Bell Lumber Company—Gilbert Hills.

Certification Program For Mineral Wool

The Industrial Mineral Wool Institute, New York City, announced the activation on July 1 of an industry-wide certification program to assure users of mineral wool products of a standard quality.

Each carton of insulation made by the institute's member companies will carry a label certifying that its properties exceed minimum requirements prescribed in the National Bureau of Standards' two commercial standards. The program covers loose, granulated, felt, blanket, industrial batt, block, blanket-type, and molded type pipe insulation.



Special Fall Drive on WELDWOOD® GLUE

Sensational Contest to
American Legion members!

\$2,500.00 in Prizes! Will UP your
sales if you tie-in! Read all about it!



Starts: October 1st

Ends: November 10th

Open to: Any member of the Amer-

ican Legion or the American Legion Auxiliary.

Prizes for: Best letters of 25 words or less on the subject "Why

less on the subject "Why Like Weldwood Glue."

Prizes: \$1,000.00 to the winning Legionnaire PLUS \$1,000.00 to the Legion Post to which he belongs.

2nd Prize: . . . \$100.00 3rd Prize: . . . 50.00 4th to 17th Prizes: 25.00 each

Tell the American Legion Posts in your neighborhood about this contest. It can help them raise money.

HOW YOU CAN CASH IN!

- 1. Send coupon below for free window posters containing details of contest. Tape them to your windows . . . post them in your store.
- 2. As a reminder to your Legion customers, set up a display of Weldwood Glue cans (and packets) near your cash register; with copies of the Weldwood Glue folder.
- 3. Place Weldwood's famous elephant card prominently in store and window. If you haven't any, coupon will bring you one.
- 4. If you're a Legionnaire enter the contest yourself. And tell your Legion-employees about it, too!



PLASTIC RESIN







l wa Pleas	nt to tie	Plyweed my store dow Poste ny name i sumer-lead	into you rs f not alr	Ameri	can La ephan sted, i	gion t Disp	Conte	r. Plea	se send	me:	
Name	•										
Addre	e15										
City_					_Zon	0	_State				_

Weldwood Glue is America's fastest selling wood glue. This contest will

TONNESSOE

MEMPHIS: Robert S. (Bob) Bailey recently joined the Butler Lumber Company as salesman and consultant on building problems.

ARKANSAS

MARIANNA: Lloyd Wilson is new manager of the Harlan-Noe-Benton Lumber Company here. He joined the firm six years ago as bookkeeper and later became assistant manager.

MISSOURI

CANTON: Ross Collins is new manager of the Canton Lumber Company. He took the place of Oliver Branson, who now runs his own yard in Pittsfield, Ill.

GEORGIA

SAVANNAH: Lovell Schrim, Jr., is new manager of the building specialties department of the Savannah Iron and Wire Works. The new department was organized to serve local contractors and home-owners. Schrim formerly was with the Celotex Corporation. . John M. Harmon recently celebrated the 36th birthday of Harmon, Inc., prominent building supply firm here. It has grown from a small business to cover nearly a city block.

DEALERS



LOUISIANA

JEANERETTE: The Pelican Lumber and Supply Company recently was granted a charter of incorporation.

WINNFIELD: The Winn Builders Supply, Inc., recently opened at the intersection of Highways 84 and 167. It carries a complete line of building materials.

ZACHERY: The Kendrick Building Supply Company has filed articles of incorporation. Stock is listed at \$10,000

RUSTON: The Ruston Lumber and Supply Company has filed articles of incorporation. Authorized capital stock was listed at \$40,000.

BATON ROUGE: The Capital Builders Supply Company has moved into its new air-conditioned offices at 6425 Greenwell Springs Road. The company also has a new manager-Kenner S. Day.

SHREVEPORT: New manager of the Southern Building Supply Company is M. J. Pascal.

NORTH CAROLINA

MARION: Frank T. West, of the Marion Lumber Company, is new commander of the Crawford-Monroe Post of the American Legion.

WEST VIRGINIA

DUNDON: Harold Boggess, office manager here for the Elk River Coal and Lumber Company, has resigned to join his brother in running a sales agency for Buick cars in Rhode Island.

OKLAHOMA

OKLAHOMA CITY: Bill Atkinson last month held the grand opening for his new lumber and hardware company here. Vol English is manager.

SKIATOOK: The Benson Lumber Company here won the first two prizes in a contest sponsored for the 10 Benson yards. The competition was held to see which yard would sell the most paint and metal trim.

PONCA CITY: Harper Baughman, co-owner of the Baughman Lumber Company, received a plurality of votes to become mayor of Ponca City. He will finish two years of a three-year term vacated by the former mayor, who was recalled to military service.

ADA: The Adams Lumber and Supply Company has completely renovated its office and retail store. A brick veneer wall now surrounds the office building. The interior was refinished in green.

TEXAS

AMARILLO: U. N. Olver, of the Olver-Wiggins Lumber Company, recently was elected a director of the Amarillo Better Business Bureau . . . The Olver-Wiggins firm last month entertained its customers, employees, contractors, and architects at a barbecue dinner. Among prominent visitors was G. M. Curtis, of the Curtis millwork company in Clinton, Iowa.

KRUM: W. R. Ginnings and J. L.



We are in a position to ship Oak Flooring with Air Dried Yellow Pine Boards. Also K. D. finish molding and all pattern stock in pool cars.

Block Flooring—6¾" and 9" to be laid in Mastic.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
Phone 129





"You don't want to lose the water ..."

George H. Smith, Jr., Illinois Local No. 21, a bricklayer since 1917

"The water you add to masonry cement is important. If it leaves the mortar too fast, due to suction by the masonry units, it causes cracks and weakens the joint.

"Mortar made with Marquette Masonry Cement retains its moisture longer. You can see the proof of that in the picture. The glass on the left contains Marquette Masonry Cement. Notice how much more water it has retained? That means you won't have to worry about cracks and weakening because of shrinkage.

"Any way you look at it Marquette Masonry Cement makes better mortar. I get plenty of proof of that every day I work with it on the job."

MARQUETTE
MASONPY
CEMENT



Marquette Masonry Cement

Ordinary Masonry Cement



Marquette Cement Manufacturing Company

CHICAGO . ST. LOUIS . MEMPHIS . JACKSON, MISS.

PORTLAND . HIGH EARLY STRENGTH . AIR ENTRAINING . MASONRY

Any quantity of Marquette Masonry Cement will be shipped in mixed carloads with other types of Marquette Cement

Ginnings have opened a lumber yard here. The Ginnings Brothers Lum-ber Company is on the site of a former yard.

LEVELLAND: Hal Harpole, his son, David, and Earl Harris, all of Lubbock, recently purchased the Awbrey Lumber Company here. The name was changed to the Harpole-Harris Lumber Company, the same as the owners' other yard in Lub-

DALLAS: Raymond G. Pipkin, vice-president of the West Texas Lumber Company, is now a director of the Board of City Development Texas ... the Lyon-Gray Lumber Company recently increased its capital stock from \$700,000 to \$1,500,000.

SAN ANGELO: Donald L. Smith, manager of the Bowman Lumber Company, has been recalled to active duty with the Marine Corps. His former assistant, Elbert Thames, is now manager.

MISSISSIPPI

JACKSON: Joel G. King, former manager of the Terry Road Lumber Yard, has joined his brother in op-eration of the King Building Supply Company here.

JACKSON: John M. Divine has been promoted from assistant to the position of manager of the Terry Road Lumber Yard. He has been with the firm five years.

KANSAS

MULLINSVILLE: New manager of the Deal Lumber Company's yard here is Floyd Lamkin. He was transferred from Kiowa to succeed R. Dale

RUSSELL: Construction has been started on new warehouses and office for the Houston Lumber Com-pany of Russell, Inc. The office is expected to be completed by October and the warehouses by next year.

HUTCHINSON: As protection against creek overflows and high water, the Davis Lumber Company now is surrounded by a three-foot concrete barrier. The door, free from the enclosure, can be blocked off with sandbags in case emergency.

WICHITA: The Big Jo Lumber Company has moved to 718 West Douglas Avenue.

SALINA: Fred B. Winslow, former assistant manager of the Salina Lumber Company, has returned as manager. Since leaving three years ago, he has managed the company yard in Walters, Okla.

ELLSWORTH: The Lambert Lumber Company soon will have a larger, modern office.

OWASSO: J. Ray Smith, L. T. Perryman, and Woodrow Clift plan to establish a new lumber yard. Smith has operated the Commercial Lumber

Company in Collinsville. Clift has interests in the paint and materials business in Tulsa, Okla. Perryman is a lumberman from Arkansas.

LOUISBURG: The Louisburg Lumber Yard held a grand opening to show off its new office and display room last month. It has added a wallpaper department and a hardware and tool department.

AUGUSTA: Lee Hoopes, secre-tary-treasurer of the S. J. Safford and Son Lumber Company, will head the new builders hardware depart-

Obituaries

JOHN T. CARROLL, JR., 37, president and general manager of the Carroll Lumber and Supply Company in Shreveport, La., died August 5 of a cerebral hemorrhage. He was a former vice-president of the Junior Chamber of Commerce was quite active in the senior chamber group and the Methodist Church, He leaves a widow, daughter, son, and his parents.

W. C. LINDLEY, 57, owner of the W. C. Lindley Lumber Company in Cleveland, Tex., died August 6. He was a director of the Retail Lumber Dealers Association of Houston. Surviving are his widow, son, and two daughters.

SAMUEL H. HOOD, 77, owner of the Hood Lumber Company in Emory, Tex., died July 20 after a four-month illness. He had been active in Emory business and civic affairs since 1905. He leaves a widow, two sons, and a daughter.

JOSEPH W. GEROW, 61, one of the founders of Dann-Gerow, Inc., a St. Petersburg, Fla., building supply firm, died at Johns Hopkins Hospital July 29. He had retired from business and had sold his interests to Harey G. Dickson. Surviving are his widow, two daughters, and three grandchildren.

FREDERICK HOWARD LITTRELL. 66, founder of the Littrell Lumber Company in St. Petersburg, Fla., which he operated with his son, died recently at the wheel of his car which crashed into a power pole. It was believed that he "blacked out" while driving. In 1916 he braved civil war bandits in Mexico to sell railroad material to the Mexican president. He leaves his wife, son, and granddaughter.

SAM K. SEYMOUR. SR., 90, died at his home in Columbus, Tex., August 9. He is survived by Sam, Jr., who 9. He is survived by Sam, Jr., who carries on the family lumber business. Seymour was the oldest active member of the Lumbermen's Association of Texas and a Mason.

JOSEPH M. TUCKER, 68, owner of the City Lumber Company in Ripley, Tenn., died at a Memphis hospital on August 23. He was a Baptist and first president of the Ripley Rotary Club.

WONDERFUL!

Finest Frames ever made — Most reasonable prices

une-der frames

Complete One-Piece Metal Frames for any type of Construction



Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No finish carpenter labor required. Nothing extra to buy.

Made of 18-gauge steel, welded for strength, the frames are treated for rust prevention. They come with a prime coat of light gray Zinc Chromate and are easily finished with one coat of paint-even for light

Prompt Delivery anywhere in the U.S.

information

Write for full ONE-DER FRAME

Corporation

Birmingham 3. Ala.



2109 Third Ave., North



"Wow! are you Lucky

EUERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo. Founded 1849—Every Hager Hinge Swings on 100 Years of Experience





A slight pull of the cord and the claverly engineered counter weights silently ease the steirway into down position. The same counter weights return the steirway to its up position with equal ease.

PUGGED AND STRONG

Construction of No. I kiln dried poplar throughout. Brackets and rocker erms made of cast aluminum, hinges of cast brass. Trim is not furnished. All parts are numbered and interchangeable. Frame is made to fit 26" x 54" opening in ceiling.

INSULATED

Panel is insulated with Cellufoam and protected with tough chip board.

SAFETY TREAD

Each step is covered with regular running-board composition safety treads, Adds to appearance as well as safety.

FITS ALL CEILINGS

The stairway fits any ceiling from 7 feet to 9 feet, 9 inches figured from finished floor to finished ceiling. Runners are graduated to facilitate cutting off at different heights. Two standard sizes: 8' 9" fits from 7' to 8' 9" ceiling, 9' 9" fits from 8' 9" to 9' 9" ceiling,

REQUIRES NO ATTIC SPACE

Full height above attic floor is only 36". Folds completely into 26" x 54" opening in ceiling.

SHIPPED IN 1 PACKAGE

Precision Stairways are packed completely in one heavy carton, assembled and ready for installation, which offers a considerable savings over other attic stairways. Shipping weight 125 pounds. Sold by more than 12,000 dealers in U.S.A. and Canada.

For complete information write us today

Manufactured by

PRECISION PARTS CORP.

Nashville 7, Tennessee

ASSOCIATION ACTIVITIES

Increased Turnover and Mark-Ups Yield Higher Profit for Tennesseans in 1950

INCREASED inventory turnover and average mark-up on materials cost enabled Tennessee retail dealers to realize a larger percentage of net operating profit in 1950 than in 1949, the fourth annual Cost of Doing Business Survey conducted by the University of Tennessee's Bureau of Business Research indicates.

Conducted under the sponsorship of the Tennessee Building Material Association, the survey analyzed the 1950 statements of 95 business firms in Tennessee. The participating materials dealerships included 13 proprietorships, 16 partnerships, and 66 corporations.

The survey revealed that the average mark-up on cost rose from 31.30 per cent in 1949 to 36.75 per cent in 1950, while the average inventory turnover increased from 4.66 to 5.22 times per dealer.

The net operating profit of the 95 surveyed retail yards was 5.50 per cent. This compared with a profit result of 5.77 per cent for Kentucky dealers and 6.51 per cent for Ohio dealers in similar 1950 surveys.

Percentage-wise, the three surveys showed the three states stacked up as follows in 1950:

Cost of sales—Tennessee, 73.12; Kentucky, 69.62; Ohio, 72.41. Gross profit—Tennessee, 26.88:

Kentucky, 30.38; Ohio, 27.59.

Operating expense (including shop expense)—Tennessee, 21.38; Kentucky, 24.61; Ohio. 21.08.

The Tennessee survey showed that average dealer sales in 1950 increased 18.3 per cent; cost of materials sold, 20.1 per cent; gross profit, 15.9 per cent.

The inventory of the average reporting dealer at the end of 1950 was 22.9 per cent higher than a year before. This, however, was less than the inventory increase per average Kentucky dealer, which was 23.34 per cent.

Printed in large type in standard letter size, the Tennessee report includes a page for easy analysis and comparison of operating results by individual dealers against the survey averages and totals.

A five-year comparison of av-

erage dealer operating results indicates a steady decline in net operating profit on the sales dollar. In 1946, for example, sales averaged \$329,683 and yielded a net operating profit of 7.36 per cent. Sales in 1950 rose to the high average of \$386,526 per dealer with a net operating profit of 5.50 per cent.

The analysis of operating results in 1950 showed the following percentage net profit from operations—

By sales volume: Class A (under \$175,000)—4.46%; Class B (\$175,000 to \$270,000)—2.59%; Class C (\$270,000 to \$430,000)—6.49%; Class D (\$430,000 and over)—5.84%.

By city size: Under 10,000 population, 5.95%; 10,000 to 20,000 pop., 7.13%; 20,000 to 40,000 pop., 3.29%; 40,000 and over pop., 5.35%.

By legal entity: Individual proprietorships, 5.60%; partnerships, 6.61%; corporations, 5.24%.

This Cost of Doing Business Survey was supervised by William C. Henry, associate professor of accounting, with the assistance of William Snodgrass and William Chaffin in the University of Tennessee's Bureau of Business Research. Copies of the study may be obtained from the sponsors: Tennessee Building Material Association, 711 Broadway, N. E., Knoxville 5, Tenn.

Check Date for Your Convention

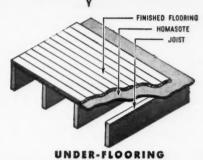
OKLAHOMA Lumbermen's Association. October 15-17. Municipal Auditorium, Oklahoma City. Exhibits.

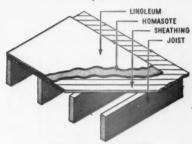
NATIONAL RETAIL Lumber Dealers Association. Annual meeting, October 22-26. Drake Hotel, Chicago, Ill.

NATIONAL PLYWOOD Distributors Association, Southern section. November 19-20 Monte

IN ONE MATERIAL: UNDER-FLOORING PLUS INSULATION

ALSO . . . an insulating underlayment for carpeting and linoleum





UNDER-LAYMENT

 Homasote is now serving, in many thousands of homes, as exterior wall sheathing, roof sheathing, and under-flooring.
 In every such application the Homasote provides great structural strength and maximum insulating value as well as an efficient, fast, economical and easy-to-use sheathing material.

For houses built with crawl space, Homasote is the ideal, weatherproof, under-flooring material. With its high resistance to moisture, it provides lasting protection for the finished flooring. The whole house is warmer, quieter, drier.

The Homasote is applied directly to the joists; the finished flooring is then laid over the Homasote—at right angles to the joists.

Similarly, Homasote makes a desirable underlayment for wall-to-wall carpeting—or for linoleum in baths and kitchens—sound-deadening and prolonging the life of the floor-covering material.

When using linoleum over Homasote, wood sheathing is applied to the joists and the Homasote to the wood sheathing. The linoleum is cemented directly to the Homasote—using no felt between the linoleum and the Homasote.

For both new construction and modernization, Homasote offers you many major advantages as a sheathing material. It is also practical and beautiful, when used for either exterior or interior finish. The Big Sheets—up to 8' x 14'—mean fewer handlings, fewer nailings, less labor, than are required with materials of smaller dimensions. Homasote is economical—will not rot out.

Write today for literature and specifications data showing the many uses of Homasote. Please give us the name of your lumber dealer!

HOMASOTE COMPANY . TRENTON 3, N. J.

COSTS

BASED ON JANUARY 1, 1949 PRICES AT TRENTON, N. J

WOOD SUB-FLOORING	25	sq. ft. lumber@ lbs. nails@ hrs. labor@	12¢	3.00
			5	187.00
	(1020	sq. ft. Homasote@	7¢	71.40
HOMASOTE		lbs. nails@		1.20
UNDER-FLOORING	20	hrs. labor@	2.25	45.00
			5	117.60



.. in Big Sheets up to 8' x 14'



... oldest and strongest insulating-building board on the market



Nova Sales Co.—a wholly-owned Homasote subsidiary—distributes the Nova Roller Door, Nova-I. P. C. Water-proofing Products, the Nova Shingle and Nova-Speed Shingling Clip and the Nova Loc-Nail. Write for literature.



It's Easier To Sell What Your Customers WANT



PORCH POSTS

America's most popular porch post is ornamental iron — and Coffman's porch posts in stock sizes from 7'0 to 8'0 (and special heights) are easy-to buy, easy to sell. You make a good profit from happier customers.

DOOR GRILLES

America's most popular screen door grilles are ornamental iron—Coffman designs are original, of recognized top quality, and in wide range of stock sizes.



RAILINGS



Obviously, Coffman stock size railings are less money than custom-run sizes; and makes possible poured - in - place construction, an extra saving, a better job

Easy to Carry a Complete Line of Ornamental Iron

in STANDARD STOCK SIZES

Are YOU a Coffman Dealer? If not you'll want to know about this easyprofit line. Write for FREE catalog.

The R. G. Coffman Co., Inc.

P. O. Box 1113, Dept. SBS
ORLANDO FLORIDA

Carlo Hotel, Miami, Fla.

WEST VIRGINIA Lumber and Builders Supply Dealers Association. January 7-8. Daniel Boone Hotel, Charleston.

KENTUCKY Retail Lumber Dealers Association. January 14-16. Brown Hotel, Louisville.

SOUTHWESTERN Lumbermen's Association. January 23-25. Municipal Auditorium, Kansas City. Mo.

MIDDLE ATLANTIC Lumbermen's Association. February 6-8. Chalfonte-Haddon Hall, Atlantic City, N. J.

VIRGINIA Building Material Dealers Association. February 13-15. Roanoke or Richmond.

MISSISSIPPI Retail Lumber Dealers Association. February 17-18. Buena Vista Hotel, Biloxi.

CAROLINA Lumber and Build-

ing Supply Association. March 18-20.

LOUISIANA Building Material Dealers Association. March 19-20. Jung Hotel, New Orleans.

TENNESSEE Building Material Dealers Association. March 25-27. Hermitage Hotel, Nashville.

FLORIDA Lumber and Millwork Association. April 16-18. Tampa.

GEORGIA Building Material Merchants. April 23-25. General Oglethorpe Hotel, Savannah.

TEXAS Lumbermen's Association. April 20-22. Galveston.

Tennessee U. Offers Management Clinic

The Tennessee Building Material Association is cooperating with the University of Tennessee



TEXANS HOOK 'EM IN WYOMING

Early last month six men prominent in the building materials field in Texas turned anglers for a week and fished over 700 miles of Wyoming streams for rainbow, German, and Lockhaven trout. They caught 'em, too, according to Reporter Bob Aylin, but he didn't specify the count or amount! Replete with fishing paraphenalia above, the Texans in Wyoming include J. B. (Polly) Parrot, General Portland Cement Company, and Roland E. Ponce, Foxworth-Galbraith Lumber Company, kneeling, both of Lubbock. The quartet standing, from left, embraces Robert N. Aylin, Houston advertising agent; John Armstrong, Armstrong Brothers Lumber Company, San Angelo; Gene Ebersole, Houston, and John R. Armstrong, Foxworth-Galbraith Lumber Company, Amarillo. The San Angelo Armstrong is second vice-president of the Lumbermen's Association of Texas, of which Ebersole is executive vice-president.

in offering a new type course—a "management clinic." It will be held November 27 through December 1.

This course, limited to 50 students, is designed to help owners and managers in the lumber and building supply industry to bring their business education up to date, and to furnish an accelerated training program for employees who have ability to fill managerial positions in the future.

Only one employee is accepted from each firm, and preference will be given to those presently employed in the distribution branch of the industry.

The curriculum will be divided into three general topics—Business Administration, Marketing, and Personnel.

Industry leaders will assist as instructors and field trips will be included in the course. The fee for the course is \$35, which also includes room, banquet ticket, and Tennessee - Vanderbilt football game ticket.

Conveyors in Action at Oklahoma Meeting



E' A. Hatcher, Hatcher Lumber Company. Oklahoma City, and Paul K. Leonhard, Chaffin Brothers Lumber Company, Oklahoma City, show the theme of this year's convention of the Oklahoma Lumbermens Association. Hatcher is convention director and Leonhard is OLA president.

More than 135 exhibitors will have displays at this affair, to be held October 15-17 in Oklahoma City at the handsome Municipal Auditorium.

In its booth during the convention, the Rapids-Standard Company will demonstrate easier handling, at low cost, of roll roofing, cement, and other heavy items with a wheel gravity conveyor.

Dealers Favor Use of Pallets

A recent spot survey of retail lumber and building material dealers throughout the country indicated an increasing interest—particularly among companies with larger yards—in the unit-packaging of building materials, according to the Materials Handling Committee of the National Retail Lumber Dealers Association

Of the 260 dealers who returned questionnaires, 140 expressed the opinion that boards could be bundled or palletized for ultimate use at job sites, and 126 felt that dimension lumber could also be handled in this manner.

Fifty-four of the 140 dealers reported that they were already receiving boards in units, and 59 were receiving their dimension lumber in this way. In each instance, more than 60 were themselves using steel strapping to make up unit packages for delivery.

The sizes of the units that the dealers felt would be helpful ranged from 1,000 to 3,000 board feet

Similarly 105 dealers felt that palletizing of wood and asphalt shingles would be helpful; 86 felt that flooring could be handled in this way; 78 favored the unit-packaging of bricks (usually with 500 bricks to the package), and 77 more moved bag cement this way.

Other building materials that many dealers felt could be handled advantageously in units were asbestos siding in squares, lath, roll roofing, bagged insulation, nails in kegs, doors, and furring strips.

The least interest in palletizing materials for shipment was expressed by dealers operating in small yards with little mechanical equipment and handling chiefly small sales.

The NRLDA Materials Handling Committee places particular emphasis on the saving in time and energy that is made possible by unit packaging of materials for delivery, in addition to the solving of many storage problems.

The biggest problem still to be solved in this method of materials handling, the committee states, is to find a means whereby the mills can load the palletized materials for fork-lift or crane unloading so that they can be delivered at a reasonable cost.

We Are Pleased to Announce

The Appointment of the E. W. Proctor & Co., 1316 Washington St., Columbia, S. C., as Our Exclusive Representatives Throughout the Southern States.

Nationally advertised, Seaboard Building Products are now available to the Southern building supply trade and we are quite certain that our representatives will make themselves available for any purpose you may desire to contact them on.

We Manufacture:

ROOF COATING
ROOF CEMENT
ASPHALT PAINT
FOUNDATION COATING
RED AND BLACK
BUILDING PAPER
ROOFING FELT
CAULKING COMPOUNDS

The blending of the E. W. Proctor Co. and ourselves will, we are quite sure, make it possible for recognized building supply jobbers to purchase their needs in our line at competitive prices—with the assurance of receiving the best that's made.

E. W. PROCTOR & CO.

1316 Washington St. - P. O. Box 1442

Columbia, S. C.

Exclusive Southern Representatives of SEABOARD PLASTICS CORP.

IRVINGTON 11, N. J.

Attention

RETAIL DEALERS
and BUILDING
SUPPLY COMPANIES

WE SELL DIRECT FROM FACTORY TO YOU

AT AMAZING LOW JOBBER'S COST YOU CAN WHIP ANY COMPETITION BOTH IN QUALITY AND PRICE—THE BREAK YOU HAVE BEEN WAITING FOR.

HUNTINGTON METAL-FOLD SAFETY STAIR

NO COUNTERWEIGHTS • NO SLIDES



Write for further information

HUNTINGTON INDUSTRIES, INC.
2368 Prospect Memphis, Tenn.

NAHB Again Sponsors Home Design Contest

In line with its program to improve building standards throughout the country, the National Association of Home Builders has announced its fourth annual "Neighborhood Development Contest."

Awards are given to economy and higher-priced single family homes, garden apartments, shopping centers, and complete neighborhood developments. Contestants are members of the NAHB's 180 local affiliated associations.

Method for Predicting Interior Daylighting

Extensive work at the Pittsburgh Corning Corporation's Daylighting Research Center in Pittsburgh, Pa., has resulted in the development of the PC daylighting nomograph for use in predicting the daylighting levels that may be obtained in a room—before construction of the building.

The data which served as a basis for the nomograph were compiled by the Research Center scientists through careful study of functional glass block and window performance in existing buildings and in the laboratory under a wide variety of conditions.

From the architect's plans and from local weather bureau records, information can be obtained to make the daylighting prediction for a proposed room.

The PC daylighting nomograph accounts for the effects of building orientation and geographical location, fenestration area, sun altitude and azimuth, clouds, and other factors. Its use will be most valuable in designing schools, offices, factories, and other buildings where the occupants will be performing tasks that require a comfortable environment for efficient critical seeing.



FLOOD WATERS in Kansas City, Kan., had hardly subsided before the Coal Equipment Service Company, service organization of Coal Heating Service, had sent post-cards to owners of coal stokers. It offered free inspection and written estimates. Both the regular phone number and the 24-hour emergency number were listed.

NASHVILLE, Tenn., CHS members ran an interesting series of newspaper advertisements during the summer to encourage summer buying of coal. Each four-column, 15-inch ad pictured a well-known Nashville location as it appeared last February after a heavy snowstorm had blanketed the city. The caption: "Remember last winter!"

CITIZENS of St. Louis, Mo., can now buy coal through a vending machine just like cigarettes, cold drinks, and candy! The coal is sold in bags. Paul E. Conrades, president of the American Retail Coal Association and of the Merchants Ice and Coal Company in St. Louis, reports that his coal-vending machine sold as much as 600 bags in one day. The machines are made by the F. B. Dickinson Company, Des Moines, Iowa, and the S and S Vending Machine Company, San Jose Calif.

A NEW Reidsville, N. C., Coal Heating Service group has been formed. Three retailers are participating under "Plan 3."

THE COST of sponsoring the broadcasts of ball games on Sunday afternoon in Knoxville, Tenn., was too great for any one coal dealer. So 13 retailers and three equipment dealers combined their funds to sponsor the program. Each sponsor gets one of the 16 spot announcements during the broadcast.

NORTH CAROLINA retail coal merchants will hold their 1952 annual convention at the Mayview Manor in Blowing Rock, June 15-17, Ernest Yarbrough has announced.

Delph HARDWARE & SPECIALTY CO.

2109 HUTCHISON AVENUE CHARLOTTE 1, NORTH CAROLINA

> Write for Our General Catalog

Distributors for . . . 1001 dependable building products including the nationally known Ualco line of aluminum windows that can't rust, rot, warp, crack. Ualco windows are available in more than 100 styles and sizes to fit every plan for new or remodeled homes. Their simple open-close operation eliminates ropes, pulleys, weights. Never need painting. Last a lifetime aluminum windows always on display at our show rooms.



SALES MEETINGS

(From page 43)

when he joined the organization. He boasted that within six months he would be outselling the boss—meaning Moore. But he was soon humbled by the discovery that he, too, was just learning.

Moore believes that the greatest asset any yard can have is its most expensive employee—if that employee is worth his pay. Truck drivers, in the lowest salary bracket, draw \$250 a month. Other employees are on relatively good salaries. Employees also enjoy a bonus plan and an insurance program. None has ever resigned!

"The sales meetings create a beneficial spirit of unity," Moore commented, "while at the same time each man is pitted against all others in actual sales thinking. That is one definite benefit I have noticed. Anyone will put forth special effort if he suspects another man is out-thinking him on sales procedure."

When the Simms-Moore yard was established in 1948, it was with the idea that Carrollton, 20 miles from the heart of Dallas, would eventually be enveloped in industrial growth. That has not yet come about, but the metropolis is steadily expanding in the direction of Carrollton.

The Simms-Moore Lumber Company owns another, smaller, yard a few miles north at Lewisville.

TOUR THE ALLEYS

(From page 35)

garage roofs were sagging woefully

The impressive thing was that this area contained houses which, for the most part, were equipped with decorative stained windows. They were dated beyond denial. Inside and outside, those houses offer opportunities for remodeling, modernizing, and "convenience-ing"—if one but inserts the entering wedge.

Alley Number 4 is defined by rear property lines of smaller, much less pretentious, and much more modest homesteads than those previously observed. In this area there seems to be wide variation in the extent of ownership pride.

It is a checkerboard in the matter of upkeep. Some neat back yards are enclosed by good steel fences, Next door or across the alley, homesteads are equipped with sagging garages and fences. Yet the condition of garage roofs and many house roofs is consistent; their curling, blackened shingles suggest overdone potato chips.

This alley tour demonstrated that the alley view is important in looking for remodeling and repair jobs. Only two such jobs were observed in progress in all four blocks. One was an outside residence paint job. The other was the rebuilding of a back porch,

When it becomes necessary for a dealer to look for business in the remodeling and repair market, we recommend that the survey not be confined to the front elevation of residential property. It is human-nature for the home-owner to have better maintenance in the front than in the rear. So—for a better conception of over-all possibilities and a better understanding of the people who live there—tour the alleys, too!





GOOD SERVICE

(From page 44)

industry are undesirable or nonessential, they will be receptive to discriminatory or unfavorable legislation, excessive taxation, and unfair competition which could take all the profit from your business.

On the other hand, if the public thinks that your business and your industry are wholly desirable and essential, they will be much more likely to jump to your support when trouble threatens.

Therefore, it is good everyday Public Relations to see that everyone in your community—customers and non-customers — knows about the good things you do and the good things you stand for. You want to get those ideas before the public at every opportunity, and there are five tools or techniques you can use:

- 1. Advertising of all kinds.
- 2. Publicity—newspapers, radio, television.
- Arranging speeches before community groups.

4. Conducting special events.

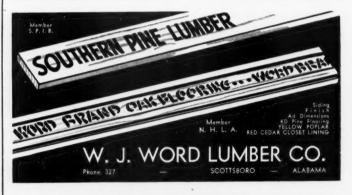
Participating constructively in public affairs.

Whether your business is large or small—in a small town or large city—you can use some or all of these methods of improving your Public Relations.

The more you use them, and the more skillfully you use them, the better your Public Relations will be and the more secure the future of your business will be.

You alone can decide how much time and money you should spend on Public Relations. This activity deserves careful attention when you make up your budget. But no matter how small an amount you feel able to set aside to improve your Public Relations, there is much that you can do. Some of these Public Relations techniques cost nothing but your time. It's up to you to arrive at the right answer and to spend your time and money to best advantage.

The next installment of this PUBLIC RELATIONS GUIDE will explain how the five Public Relations tools may be put to work by the retail lumber dealer.





Dealers Wanted

Become an exclusive Vermont marble flagging dealer. Also colored slate and other stones.

Write today for full details and prices.

TRU-STONE COMPANY
LAKE BOMOSEEN, VT.



RANCH HOUSE EX-GI BUILT

USING simplified plywood construction, a young Portland, Ore., World War II veteran built the handsome, modern ranch house pictured here as a demonstration project for POPULAR MECHANICS magazine. Riley says materials for the seven-room home with 1,400 square feet of floor space cost only \$7,450 at local retail lumber dealers' prices.

A free-lance writer, Riley vows that until a year ago he had done little more in the building line than fix a leaky faucet. Except for the masonry, he and his wife built the entire home themselves with the occasional

help of a friend.

Blueprints and a step-by-step, how-to-build book on the house will be available September 1 from POPULAR MECHANICS, 202 East

Ontario Street, Chicago 11, Ill.

"Keep Green" Alabama

Alabama will join the parade of "Keep Green" states this fall. The Alabama Forest Products

Association will sponsor the fireprevention program. The association's W. A. Belcher pointed out that the state loses over a million dollars a year through forest fires, 98 per cent of which are manmade and preventable.

Following the kick-off for the state program in Montgomery, local meetings will be held in the

67 Alabama counties.

"Tree to Trade" Film Offered to Dealers

The fascinating story of the lumber industry is told in a new sound and color 16-mm motion picture released by the Long-Bell Lumber Company.

The picture was recently taken at the Long-Bell operations in the South and along the Pacific Coast. In 31 minutes it acquaints dealers and laymen with lumbering from the growing and harvesting of trees to the manufacture and use

of products.

Entitled, "Tree to Trade," the motion picture devotes a short sequence to the history and growth of the 76-year-old company. It then takes the viewer into the tree plantations of the South and Pacific Northwest; into the logging camps of California, Washington and Oregon; through one of the world's largest sawmills; illustrates the manufacture of many lumber products, and closes with merchandising scenes in an average lumber yard.

Available for public use free, the film is being distributed from Kansas City, Mo., and Longview, Wash.



SHINGLSTIK, the permanent adhesive for Asphalt Shingle Roofs, opens the door to more profits in two ways:

1. SHINGLSTIK CREATES MORE ROOFING JOBS because its application is vitally needed on most Asphalt Roofs, presently applied.

2. SHINGLSTIK MAKES ASPHALT SHINGLES MORE SALEABLE by solving the one major problem of Asphalt Shingle Roofing . . . wind loss and roof damage.

THERE IS ONLY ONE SHINGLSTIK

Shinglstik COMPLETES the proper application of Asphalt Shingles for NEW and OLD roofs.

Regardless of the wind factor, is recommended that SHINGLSTIK be used up the rake on all asphalt shingle jobs and for the last 2 or 3 courses along the ridge on those not having the self-locking feature.

SHINGLSTIK is "tailor manu-actured" to seal for the lifetime factured" of the roof.

SHINGLSTIK "sets up" fast and has unusually high adhesive quali-ties. It has some 'tack' upon appli-cation . . . resists direct pull after just 4 hours . . . shingles cannot be separated without tearing within 2 or 3 days.

ORDINARY ROOFING CE-MENTS DO NOT MEET THESE IMPORTANT SPECIFICATIONS.



INSURANCE COMPANIES RECOMMEND IT The following is a direct quotation from printed material put out by numerous insurance companies:

"If the asphalt shingles are of the "3 in I" or "strip-shingle" type, use quick-setting roofing cement and cement down the tab of every shingle. This must be done even if the shingle is laid only four inches to the weather.

Where "lock-butt" or "Dutch-lap" type shingles are used, the starter course of shingles and the terminal shingles at the rakes should be additionally secured by comenting down with a quick-setting asphalt roofing cement during application "

TRY Shinglatit AT OUR EXPENSE!

We want you to test SHINGLSTIK for yourself A one cent postcard or letter to: SHINGLSTIK 7600 Truman Road Kansas City 5E, Mi will bring you a free sample and com information.

PLEASE INDICATE YOUR PRINCIPAL SOURCE OF ROOFING AND BUSINESS CLASSIFICA-TION WITH YOUR REQUEST

PRODUCT PARADE



357—Movable Partitions

Korweld is the name of a new panel construction for movable partitions announced by the E. F. Hauserman Company, Grant Avenue, Cleveland 5, Ohio

The Korweld partitions are three The Korweld partitions are three inches thick. Of a durable non-metal-lic material, the facing panels are 3/16th of an inch thick. They are plastic-welded to a honeycomb of impregnated paper with a process developed by the Chrysler Corporation's Cycleweld Division.

The plastic-welded panels are sealed from within and without to eliminate the effects of moisture. They are said to be strong enough to withstand a pushing pressure of 70 pounds per square inch, and an over-

all pulling pressure of 500 pounds.

Steel will be used for posts, base,

cornice, lay-in wiring facilities, and accessories supplied with the Korweld panels. All panel edges are covered with metal to prevent chipping or cracking. The partitions are covered with two coats of baked enamel to compliment the interiors of buildings in which the Hauserman materials are used.

000 358—Cylindrical Locks

The P and F Corbin division of the Hardware Corporation, American New Britain, Conn., announces the addition of cylindrical-type locks to its line of builders hardware. The locks are made in four designs.

These locks feature roll-back latch mechanisms; latch bolts with 5%-inch throw; reversibility; screwless roses and knob shanks; extruded brass 5or 6-pin tumbler cylinders, and automatic deadlocks.

They are adjustable for doors of from 1% to 2 inches thick. Installation requires drilling two holes and shallow mortise for the face-plate.

359-Lavatory-Vanity

Thomas W. Berger, Inc., Cincinnati, Ohio, is national distributor for a new dressing-table lavatory. It combines products of the Globe-Wernicke Company and the Formica Company

Having the appearance of a custombuilt unit for ultra-modern bath-rooms, the Globe "Vanitory" has a mass-production price.

It is offered in three sizes and four styles to fit any bath or powder room, in a choice of four colorsapple green, French gray, canary yellow, and rust red. A handy stor-age compartment for toilet articles and a towel shelf are under the wash-



360-Wood-Block Floor

The E. L. Bruce Company, Memphis 1, Tenn., announces Dura-Wood block flooring, a heavy-duty industrial flooring designed to take much

wear and abuse.

Made of long-wearing hickory and pecan, this hardwood flooring will not powder, dust, crack, or wear away like many other surfaces. The Dura-Wood blocks are treated in Bruce toxic solution as protection against rot. For most industrial floors, sanding or other finishing is unnecessary

Dura-Wood floors are said to be

For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

357____ 358____ 359___ 360____ 361____ 362___ 363___ 364____ 365____ 366____ 367____ B-563___ B-564___ B-565___ B-566___ B-567... B-568... B-569... B-570... B-571 B-572 B-573 B-574 B-575___ B-576___ B-577___

Clip this coupon and mail it today to: SOUTHERN BUILDING SUPPLIES. 806 Peachtree St., N. E. Atlanta 5, Ga.

FIRM MAIL ADDRESS



warmer in winter and more com-fortable underfoot than fatiguing. unyielding, hard-surfaced floors. The blocks are made in five sizes.

361—Masonry Mortar

The Longview Lime Corporation, 1717 Second Avenue South, Birmingham 3, Ala., has a new plant to man-ufacture a new dry building mortar.

It consists of lime, portland ce-ment, water-cooled and granulated additives. and other formula, perfected by the Southern Research Institute, exceeds all specifications of the American Society for Testing Materials and the U.S. Bureau of Standards.

Only water and sand need be ap-plied before using this masonry cement, which is plastic and light in color. One cubic foot is contained in each heavy-duty valve-type bag.

10

10 362—Switch-Box Holder

The Hilco Engineering Company, Genoa City, Wis., has introduced a metal bracket that provides a quick, easy method for holding a switch box to plasterboard, plywood, and other materials for which screws or nails are impractical.

Made of aluminum, the device con-sists of a small angle piece that extends from a triangular lip. At right angles to this is a small prong that gives the bracket its gripping power. Prongs are forced into the wall.



363-Anti-Rust Paint

The Paint Corporation of America, Fidelity Building, Cleveland 14, Ohio, announces PCA-100 and PCA-101 sealing, rest-inhibiting paints that can be applied over rusted surfaces.

PCA-100 is for both interior and exterior use. Furnished in black only, is said to prevent rust on new metal and to stop rust action on rusted metal. It penetrates through rust to the metal and seals surface.

PCA-101, a clear paint, can be covered with any standard paint. 00

364—Form Liner

The Celotex Corporation, 120 South LaSalle Street, Chicago 3, Ill., now makes an absorptive form liner to concrete surfaces free from voids and pits.

Normally, when concrete is placed

against wood forms and fibrated to insure a dense mix, air bubbles and excess water are driven to the sides of the form. These leave pits and sand streaks that appear on the finished surface.

The Celotex form liner absorbs this excess air and water. It is factory treated with a special comand water absorption. The liner is peeled off and discarded after use.

10

365—Insulating Tile

Duplex Tile is the newest addition to the Gold Bond line of insulation board products, made by the National



Which coupon Aold Marli

Actually both of these inquiries resulted in sales of Marlite panels. The reason: A dealer actively followed them through.

Our records prove that more than two-thirds of all leads followed by dealers are legitimate prospects for Marlite sales. Read what one distributor says about Marlite leads:

"Menasha (Wisconsin) Lumber & Fuel Co. had 5 sales out of 6 leads received in one week and, brother, that's HIGH in anybody's statistics, on any products! I can truthfully say this (and I

have been selling and following advertising leads for many products for 29 years) that the quality of the leads received on Marlite is higher and produces more sales than any I have ever had. This is confirmed by dealers generally."

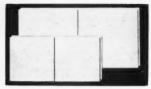
Yes, the sales are there when you go after these leads from the greatest advertising program in Marlite history. Phone, write or call on these good prospects. Tie in your local advertising with wide-scale Marlite advertising. Tell these prospects where they can buy Marlite. Watch results!

manufactured exclusively by

MARSH WALL PRODUCTS, INC. DOVER, OHIO

subsidiary of Masonite Corporation





Gypsum Company, Buffalo 2, N. Y.
The new pattern has the appearance of small tile, yet its self-aligning feature makes it quick and easy to erect.

The tiles are 12 by 24 inches or 16 by 32 inches cross-scored. They are factory-finished with ivory paint, which gives over 80 per cent light reflection.

PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 84

B-563. The Sharp-Set is a new tool for setting and filing circular saw blade teeth. It is adjustable for blade diameters from 6 to 18 inches and accommodates all standard size and shape arbors.

B-564. The Model T Super Saw has been improved by a new one-piece heat-treated, alloy steel piston with separate clamping jaw. It also has insert-type piston bearings, a

one-piece connecting rod with 30 per cent more bearing area and improved drive gears. It is used for key-hole and similar on-the-job cutting.

B-565. Plankweld, a pre-finished plywood wall panel previously made only in birch and oak, is now manufactured in Philippine mahogany and knotty pine.

B-566. The new Stonco No. 56 outdoor spotlight provides 100,000 candlepower with only a 300-watt rating. Made of non-corrosive, heavyduty cast aluminum, it has a universally adjustable swivel arm threaded to fit a variety of standard interchangeable accessories.

B-567. A new air-operating unit is attached to a swing cut-off saw to automatically move the saw or abrasive cutter forward at a predetermined cutting speed. A lever or button at the operator's finger tip controls movement.

B-568. The Magnagraph is a portage device to simplify statistical graphing. It has movable markers to create complicated business graphs that can be altered at will. Magnetized blocks that contain words or figures to be graphed are cheaply made and set in any desired position.

B-569. Porter-Cable's new model 106 Guild sander is suitable for home and school workshops and for many industrial applications in sanding wood and metal surfaces. Weighing only 6 pounds, it is 9½ inches long, 4½ inches wide, and 6½ inches high. Its heavy-duty motor and gearless design eliminate costly servicing problems.

B-570. Neofelt is a new backing material used on "Trenwall," a new wall covering. This non-asphaltic backing makes the wall covering more flexible and easier to cut and handle. Trenwall comes in six colors in simulated ceramic tile patterns; it is 54 inches wide and designed for installation by professional or amateur.

B-571. Scru-Tite screw anchors are said to anchor any material to a solid surface for a lifetime. They are corrosion proof, "practically indestructible," non-magnetic, excellent electric insulators, and have low thermal conductivity. Scru-Tites are inserted into holes with a hammer; material is held in Scru-Tite by fastening screw in usual way.

B-572. Penco Dual-Glaze is a glazing compound used for both wood and metal sash without special preparation. Its tough, pliable protective skin reduces the need for painting the surface and permits normal expansion with temperature changes to prevent cracking.

B-573. A new knife-grinding attachment for the Delta 8-inch jointer



Recommend And Sell Ready-To-Install COMPLETE WINDOW UNITS Equipped with MONARCH METAL WEATHERSTRIP

No question about it! Millions of installations have proved it — the cost of building can be lowered with precision-made Complete Window Units, assembled at the mill or by your millwork jobber.

When you urge your builder customers to use them on his next job, you can promise him these benefits:

- 1. Less waste of scarce materials
- 2. A big saving in on-the-job assembly time
- 3. Help in getting the job done faster
- 4. Better, sounder, quality construction

It's a deal in which everybody makes a profit—the builder, the home owner, and YOU. Try it for proof—sell your next few customers on using Complete Window Units equipped with Monarch Metal Weatherstrip.

Buy Complete Window Units From Your Sash & Door Jobber

Published in the interest of better and more economical building construction. Monarch

METAL WEATHERSTRIP

CORPORATION

6343 ETZEL AVE - ST. LOUIS 14 MO

makes it possible to resharpen blades without removing the cutterhead from the machine. The attachment is simple to install.

B-574. Remington Rand's new visible-tip follow-up folders can be adapted to production scheduling, purchase orders, customer service, collection, and accounts receivable. A label shows what records are inside the folder, while the visible-tip colored signal shows the next due-

B-575. The Projectograph is an automatic portable slide-film unit that shows colored or black and white 35-mm films on a built-in screen. By plugging in the cord, salesmen can dramatize products in broad daylight. Machine can be adjusted to 5-, 10-, or 15-second show-ings of each picture, or stopped at any point for longer viewing.

B-576. Vitreflex rain gutters are made in South Wales, England, of 14-gage steel and finished with several coats of fired-on enamel. Available in U. S., they are said to "combine durability with colors to blend with house colors trim."

B-577. The new Red Devil floor conditioner, described and pictured in S*B*S last month, weighs 19 pounds instead of 10 as originally announced. Model FP-33, this streamlined mechine mechine. be used for lined machine may scrubbing, polishing, waxing, and buffing.

366—Gypsum Wallboard

Firestop Bestwall gypsum wall-board, made by the Certain-teed Products Corporation, Ardmore, Pa., is now available nationally for the first time. It is being produced in plants in Fort Dodge, Iowa; Sigurd, Utah; Acme, Tex., and Akron, N. Y.

Firestop Bestwall has a built-in fire barrier. The core of unexpanded vermiculite expands under great heat to seal up cracks as they occur in the gypsum and thus hold off flames.

367—Circus Premium

The "Big Top" is a 41-piece miniature circus made of plastic, complete with all the trimmings. Available from E. Joseph Cossman and Com-

from E. Joseph Cossman and Company, 6612 Sunset Boulevard, Hollywood 28, Calif., it can be used effectively by dealers as a premium or "open house" give-away for children.

The set of colorful plastic toys includes 25 plastic figurines in exact circus detail. They can be arranged under the three-ring "Big Top." Also included in the set are expiral codes. included in the set are animal cages, a ticket booth, refreshment stand, a merry-go-round that really turns, and a super side-show filled with "amazing and wonderful attractions." "The Greatest Show on Earth" costs only \$1.00 postpaid. It may be

obtained cheaper in quantities for re-sale in a toy department or for premium use.



behind the 8 hall

your customer ruins a costly piece of glass because you sold him an incompetent glass cutter.

Guard against this by stocking the brand preferred by professionals. The FLETCHER Glass Cutter is used in the leading glass factories and wherever dependable cutting is required. Be sure this trade mark appears on every carton.



also behind the 8 ball if you don't investigate the FLETCHER automatic glass cutting machine. An installation in your store will enable your store clerks to cut glass with confidence to your customer's exact requirements. Ask your jobber to explain this automatic device to you.

See us in Booth No. 8, National Hardware Show, New York City, Oct. 8-12

FORESTVILLE, CONNECTICUT

Your best sales tool-the ABC finance plan. Ask us today.



Hammer This Home

BRANCH

BALTIMORE
BIRMINGHAM
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CINCINNATI
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DALLAS
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DEN

SEATTLE SOUTH BEND TAMPA Always quote the monthly payment, not the total cost, when estimating home modernization or repair. Don't wait for the prospect to ASK for credit . . . hammer home those low ABC monthly payments right from the start and you will close more sales on the spot.

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> Property Improvement and Modernization Financing Specialists

General Office: Box 3426 Terminal Annex, Los Angeles 54



Safety On Construction Jobs



WHERE there is a hazard of flying materials—chips, dust, shavings—wear goggles to protect your eyes. If there is a possibility of materials falling from overhead, wear a hard hat. To protect your toes, wear safety-toe shoes.

If, in spite of all your precautions, through an error on your part or on the part of a fellow worker, or through some mechanical failure, you receive an injury, report it immediately to the foreman you work for and obtain first aid. What you may think is a minor cut, scratch, or abrasion can become infected if not properly treated soon after it occurs.

There's no place for horseplay on a construction job. Pushing or poking your fellow worker, throwing materials, giving the hot foot, and similar silly actions can cause a bad injury. Work can be fun and you will enjoy your job a lot more if you keep away from horseplay and do not have to be sorry you caused an injury to one of your fellow workmen.

If you find any part of the job which you don't know how to do safely, ask a foreman to show you the safe work methods.

Learn the safe way instead of learning the hard way through an injury.

Weyerhaeuser Invites Visitors to Mills

Public Relations are courted in a unique manner by the Weyerhaeuser Sales Company, of St. Paul, Minn., through the distribution of a colorful, illustrated folder to persons vacationing in the Pacific Northwest. The visitors are invited to stop and visit any or all of the 12 Weyerhaeuser lumber mills

They are located at Potlatch, Lewis, Emmett, and Coeur d'Alene, Ida.; Springfield, North Bend, and Klamath Falls, Ore.; Longview Everett, Snoqualmie Falls, Raymond, and Enumclaw, Wash.

Entitled "Have a Glorious Vacation in the Glorious West," the folder urges visitors to "see how its beauty is being preserved for your future through modern tree farming and harvesting methods." It features three pictorial and message spreads on Longview, Lewiston, and Klamath Falls.



SOLD BY LEADING DISTRIBUTORS
FROM COAST TO COAST

Manufactured by
THE WEL-BILT PRODUCTS

COMPANY

P. O. Box #95 Memphis, Tennessee

Weverhaeuser Plans Available 6th Year

Following a year of peak popularity with lumber dealers, builders, and home-owners, the Weyerhaeuser 4-Square Home Building Service is again being offered exclusively to retail lumber dealers for the sixth successive year by the Weyerhaeuser Sales Company, of St. Paul. Minn.

Dealers report outstanding success with the service, both in attracting prospects to their place of business and in closing a high

percentage of sales.

Known as one of the most complete merchandising programs in the industry, the 4-Square Home Building Service now features nearly a hundred modern homes. They include the top designs of outstanding architects specializing in small home construction.

All of the designs are prepared for assembly in the large, permanent dealer portfolio. Homes are attractively presented in color on large-size "billboard" pages designed to sell the distinctive features of each home.

Highlight of the program is a jumbo "Home of the Month" package planned to keep the service up to date in its presentation of new designs, features and ideas.

This package comes to the dealer every month, and contains a fresh. crisp, new home design for inclusion in his 4-Square Home Service Book, plus all the merchandising materials needed to present the new design to builders and prospective home-owners. Included in the package are blueprints, material lists, rapid estimating forms, a sales-tested mailing piece, a colorful wall poster and ad mats for effective local promotion.

Also included in the 4-Square Home Building Service are Modern Farm Homes especially designed to meet farm needs, combining attractive appearance with various utility features. These are particularly valuable to dealers serving farm areas.

FACTORY REPRESENTATIVE WANTED

Large building materials manufacturer needs three men to take over partially developed Southeastern territories with headquarters in Atlanta, Ga., Richmond, Va., and North Carolina. Automobile furnished, expense allowance, salary, bonus compensation and retirement plan. Prefer men with experiment plan. Prefer men with experiment



Helpful Literature Mostly free-Some for a fee

INSULATION. A new Insulite insulating wool display holds samples of the wool, has a pocket for stuffers, and shows Insulite in use in full color. The 25-inch-high by 15-inch-wide display shows roll blankets, utility batts, batt blankets, and pour-ing wool. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

"STAINLESS STEEL Handbook" contains 120 pages of complete onthe-job reference data, Offered free to users of heat- and corrosion-re-sistant metals, the volume covers 40 different types of Allegheny stainless steel from standpoints of analyses, fabrication, heat treatment and fabrication, heat treatment, and special conditions of service. The Allegheny Ludlum Steel Corporation, 2020 Oliver Building, Pittsburgh 22, Pa.

PANEL HEATING. The I-B-R installation guide No. 6, entitled "Panel Heating for Small Structures," is intended for use in designing floor and ceiling panel heating systems for small residences using forced-circulation hot water. It includes tabula-tions on hourly BTU requirements

for areas and volume, pump sizes, pressure head developed by pump, and main sizes for iron pipe and copper tubing. The Plumbing and Heating Industries Bureau, 35 East Wacker Drive, Chicago 1, Ill.

MOVABLE WALLS. "Decorator's Color Selector" contains samples of Color Selector contains samples of the 140 standard colors in which Hauserman movable interiors and trims are made. These steel partitions are finished in baked enamel. The E. F. Hauserman Company, 68 Grant Avenue, Cleveland 5, Ohio.

PLYWOOD CATALOG. Teleply Ticker No. 535 contains 12 pages of information on Aetna plywoods, including sizes of sheets and veneers. The line includes more than 40 designs of Parkwood plastic laminates. Free when requested on company stationery. The Aetna Plywood and Veneer Company, 1731 Elston Avenue, Chicago 22, Ill.

STAINED SIDINGS. "New Color and Protection for Your Home with Olympic Stain" is designed to show the 16 new colors of pre-stained Per-fect-Fit shakes, Texterior siding and

Technical Publishers Organize Association

Twenty-eight owners and operators of technical publishing concerns recently formed a new national industry organization, the Technical Publishers Association. The group met in New York City and elected a board of directors and officers.

The association's objectives are to engage in research to improve standards and techniques of technical publishing; to foster training of those preparing to enter this field: to promote recognition of the profession as "an essential service to industry and government"; to study intra-professional problems; to cooperate with industry and government to improve members' services, and to assist in developing fair bidding and purchasing practices and sound employment policies.

shingles. Chips of the 16 shades also are available for dealer use. The Olympic Stained Products Company, 1118 Leary Way, Seattle, Wash.

SEPTIC TANK, The United States Department of Commerce has issued a booklet on commodity standards for bituminous-coated metal septic tanks. It also names those manufacturers who have accepted these standards. Five cents a copy from the Superintendent of Documents, U.



take no chances with a "MARVEL"a success for many years.

AUTOMATICALLY MEASURES AND SQUARES GLASS

YOU CAN INCREASE YOUR PROFIT and greatly decrease broken glass waste by installing your own MARYEL Glass Holder. Attaches easily to shelf, wall, post or cabinet. No special setup needed; no lost space.

fost space.

NO METAL TOUCHES the glass surface. Cushion Grip straight-edge absorbs shock and vibration. Result, no glass breakage. Salvage remover extends full length of glass being cut, leaving smooth edge. Removes salvage down to 1/16's 'slegle, or 'le' 'deuble, straight glass, and removes salvage all at one time. Easy Cutting; Easy Automatic Surfety Salvage Removes.

MARVEL GLASS HOLDERS fit any make of cabinet. Over 40,000 sold to date.

No. 36—42" upright, 36" base; No. 48—42" upright, 48" base; No. 54—54" upright, 60" base; takes 42" glass.

PRICED WITHIN REACH OF EVEN THE SMALLEST DEALER

Weight, any size, approx. 30 lbs. Shipped promptly. F.O.B. Minneapells Write for Free Catalog of ALL MARVEL PRODUCTS

MARYEL RACK MFG. CO., Inc., Dept. SB, 24 No. First St., Minneapolis 1, Minn.

more and more IT PAYS TO SELL

All year 'round, keep SISALKRAFT Products on display . . . you'll sell more, every month of the year, because there are so many varied uses in construction and on the farm. High quality . . . low cost . . . profitable turnover. Write for sales aids!



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This Man Working For You?

Ask About Our AFCO "SILENT SALESMAN".

Write us on your business letterhead for complete information.

A & F TILEBOARD CO., INC.

P O BOX 4085

ALEXANDRIA, LA.



Government Printing Office, Washington 25, D. C.

WASHERS, FASTENERS. Info-Bulletin 512 describes Weath-R-seal washers and Topseal fasteners. It tells how these washers are laminated of metal and neoprene, which seals the fastener shank when under fastener compression. The Fabricated Products Company, West New-

PLASTER. "What's New in Plas-tering" is a full-color slide presentation of the merits of plaster for walls. It shows how the new Brace-Tite lathing system for mechanically suspending Rocklath plaster base makes greater savings in plaster. For information, write the United States Gypsum Company, 300 West Adams, Chicago, Ill.

Sawmill Supper Dance

More than 100 members of the Crescent City Hoo-Hoo Club and their friends on August 24 at the Metairie Country Club in New Orleans enjoyed a costume sawmill supper dance based on the theme of Stanley Horn's book, "This Fascinating Lumber Business.'

The festivities followed initiation of 14 Kittens under the leadership of Supreme Senior Hoo-Hoo Harry B. Weiss, of Memphis, Tenn. Mem-

Send

today

your

CHAPMAN

ADDRESS

bers of the New Orleans Lumbermen's Club, headed by Mrs. Nina Meredith, took an active part in the

"Table-Top" Meeting For Atlanta PC Chapter

The Atlanta, Ga., chapter of the Producers Council will hold its first meeting of the season with the American Institute of Architects, September 28, in the Atlanta Athletic Club gymnasium.

The meeting will feature a table-top display of the products of the 38 members

The Atlanta club's president, George A. Petters, of the Johns-Manville Sales Corporation, has named four committee chairmen for 1951-52. Thomas D. Stanford. U. S. Mengel Plywoods, Inc., was again appointed head of the joint AIA technical committee, and Russell F. Snyder, Libbey-Owens-Ford Glass Company, was renamed publicity chairman.

Roy T. Fricks, Acousti Engineering Company, heads the program committee, and John C. Spencer, Aluminum Company, is in charge of new membership.

Millworkers Want **Price Ceilings Set**

Members of the new Millwork Industry Advisory Committee to the Office of Price Stabilization on August 28 in Washington, D. C., said a tailored regulation fixing dollar and cent ceilings on stock millwork items would be welcome by the industry. They admitted that they have been operating fairly satisfactorily under the General Ceiling Price Regulation.

However, they urged that ceiling prices be spelled out for lumber before fixing them on millwork, to assure them against paying higher than ceiling prices for lumber.

The group also asked that current and possibly future wage increases be reflected in ceilings on

The need for separate price regulations for pine and fir millwork was discussed, and it was announced that such are being proiected.

The group said it would be impossible to put dollar and cent ceilings on custom millwork. This type of millwork was priced by formula under a separate OPA regulation during the war.

Members of the Millwork IAC. who were assigned to different subcommittees on window units, screen products, hollow core and solid slab core doors, window and door frames, general softwood doors and windows, and cabinets, stairwork and entrances, include the following:

Fred Bissell, Carr, Adams & Collier; James G. Boden, Malta Mfg. Co.; Joseph Cravenzola, Hotchkiss Bros. Co.; Elmer J. Cutting, Plywood Plastics Corp.; E. W. Donahue, Wabash Screen Door Co.; L. L. Gibson, Long-Bell Lumber Co.; Harvey B. Goodjohn, Goodjohn Sash and Door Co.; K. H. Klopp, White Pine Sash Co.; D. C. Mc-Cray, Paine Lumber Co.; C. K. Paine, Curtis Companies, Inc.; L. C. Paisley, Farley & Loetscher Mfg. Co.; Ralph A. Prouty, Tarter, Webster & Johnson Co.; James D. Rowland, Andersen Corp.; F. R. Weddington, Wm. Cameron & Co.; O. Witt, Roddis Plywood Corp., and John F. Young, Anson & Gilkey

The meeting was conducted by Norman O. Cruver, chief of the OPS Lumber and Wood Products Branch, and Glen Converse, chief of the millwork section of that agency.

PROVE TO YOURSELF THAT PENTA SELLS ITSELF

You can actually prove to yourself in fifteen seconds that PENTA WATER REPELLENT PRE-SERVATIVE stops moisture . . . while moisture absorbed by untreated wood causes warping. But PENTA not only prevents moisture absorption-it protects wood against decay and insect damage, actually makes wood last three to five times longer.

Send today for your free samples. Compare wood treated with PENTA with untreated wood when a few drops of water are applied to each. It's convincing proof that PENTA WATER REPEL-LENT PRESERVATIVE should be in your line!

CHAPMAN CHEMICAL CO.

707 Dermon Building

Memphis 3. Tennessee

CHEMICAL COMPANY, 707 tree samples of Dermon Building, wood treated Memphis with 3, Tennesses PENTA CHAPMAN

Mystery Displays Build Paint Sales

A CLEVER new paint department idea that is attracting much attention for the Long-Bell Lumber Company in Enid, Oklahoma, are the "mystery displays" currently being used.

Paints, brushes, and other accessories appear to float in the

Glass Center to Honor Corning's 100th Year

A million visitors are expected to go to Corning, N. Y., this year to see the new Glass Center built in honor of the centennial of the Corning Glass Works.

The Glass Center will include a library, a museum, the Steuben glass plant, lecture and study rooms, a 2,000-seat auditorium. Exhibits show the origin of glass and its step-by-step progress as the first industry of the new world, having been introduced in the Jamestown colony in 1608.

The glassware collection includes pieces from Egypt, Phoenicia, Persia, Syria, Sidonia; early Jewish and Christian glass, and other rare types.



air in a series of six shadowboxes, lined in various pastel paints to show color combinations possible. These shadowboxes are over the shelves holding paints.

Concealed fluorescent lights provide illumination.

The various items that go into the "mystery displays" are suspended on filaments of wire so fine that they can not be seen more than a few feet away. To make the wires further invisible. each is stroked with a fine paint brush in the same color as the pastel background of the shadowbox.

Much curiosity has been aroused by the paint displays on the part of customers moving through the store. The natural inclination is for the visitor to move closer and examine the display, with more exposure to paint displays. They often start up conversations that lead to more sales.

BUSINESS CONTROL!

(From page 34)-

the third on calls to save time and expedite sales.

All four copies of these sales

All four copies of these sales tickets bear the same serial number and this important rule at the bottom: "Stock goods returned in good condition will be credited at sales price less 10%."

Miss Caroline Von Bergen, stenographer-clerk, uses the invoice copy of the sales ticket for typing out invoices for credit customers. These invoices are mailed the day after the purchase or delivery was made. They stipulate the discount allowed for prompt payment.

Invoices are posted to the ledger accounts by the bookkeeper, and statements are mailed to customers at the end of each month. These merely show the sales order number, date, amount, and credits.

Office Manager Williams explained that the use of two sales registers—one for cash and one for charge sales—minimizes confusion over the amount and nature of

sales in the two categories, and assures maximum control over the sales records.

The sales tickets contain a line for showing to whom a delivery was made. The Savannah Planing Mill Company serves many contractors and industrial customers. In nearly all cases the delivery is made to a job or individual other than the person or address controlling the account.

The cost of running seven delivery trucks and the necessity for making deliveries promptly to the satisfaction of strict customers make delivery control vital to the success of this Georgia firm. Therefore, Yard and Mill Superintendent Frank Durant keeps on his desk in the Shipping Room a Delivery Report form.

This standard sheet is used each day to list in order the name, address, ticket number, departure time, loading truck number, and shipper of each delivered order. Thus, should some impatient cus-

tomer call in to know when he's going to get his goods, the office can check with Superintendent Durant—via the intercommunication system—to find out when the truck left.

Unaccountable losses frequently slip into building material operations where shop and yard personnel are permitted to go into the warehouse and get materials and supplies as desired. This factor is controlled at the Savannah Planing Mill Company through the use of a special Material Transfer Record. Made in duplicate this special letter-size form, punched for post binder, is serially numbered. It lists quantity, unit, description, unit price, and amount.

George Brunson, Negro warehouse clerk, turns in the original copies to the office for cross-accounting on shop jobs. He keeps the duplicates until they're moved into the records storage room,

A big factor in this dealer's Business Control success, according to Partner Dimmick, is the Perpetual Inventory. It is kept in a modern visible card file.

The stenographer-clerk posts

the sales daily against inventory.

As stocks dwindle, she fills out a Low Stock Notice form each day. This is turned over to the office manager for re-ordering or purchase planning in consultation with the partners. This stock form



Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and storerooms. . the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

EZ-WAY SALES, Inc.

AGENT WANTED

to handle nationally advertised line of building products sold through wholesale distributors or line yards. Excellent deliveries. Well rated company. Write Box 24, SOUTHERN BUILD-ING SUPPLIES, 806 Peachtree St., N.E., Atlanta 5, Ga. has columns for item description, balance on hand, minimum stock, maximum stock, average month consumption, last purchased with vendor name and unit cost, and from whom purchased with vendor name and quantity bought.

The Savannah Planing Mill Company keeps a perpetual inventory on all stock materials and supplies except small hardware items, of which there are so many that move rapidly. Dimmick, who serves as treasurer of the firm, said they don't see now how they managed to get along without the help of the perpetual inventory record.

The Purchase Order form of the Savannah firm is made up in triplicate. The first copy, of course, is for the vendor. The second copy is for office control, and the third is the receiving report for the warehouse, mill, or shop.

The P. O. form stipulates to whom the goods should be shipped, via what carrier, and the required delivery date. Columns are for quantity, unit, description, unit price, and amount. The orders are serially numbered and state that "this number must appear on invoices."

These nine forms permit exceptional control over the business activities of the Savannah Planing Mill Company. It was founded in 1912 by Percy G. Judkins. Fred L. Dimmick joined the firm in 1926 following lumber experience in Pennsylvania and Michigan. Palmer, who married the daughter of Judkins, joined the company in 1938.

The firm employs 45 people, including some 25 Negroes. Life, health and accident insurance; an annual bonus system; good local pay rates, and pleasant working conditions—these all account for the workers' long service records.

NOT SO BRIGHT

(From page 31)

Building in England is slow. We inspected some units that had been under construction for more than a year. And cost of the final product is far out of line with American costs,

A brickmason gets 45 cents an hour, and materials cost about one third what they do here—yet instead of the final cost of the home being less than a third of the American price, it is 60 per cent. An average American brick-layer lays 800 bricks a day. The Englishman lays 400. When we were there, they were striking to make 600 bricks a day the maximum, with overtime pay for any laid over that.

On the continent, land is so scarce and high that few single homes are built.

In France and Italy, rent control since 1914 has eliminated construction of apartments for rent. Rents hardly pay taxes and upkeep—so they are frequently not kept in repair. Even new apartments are under rent control.

We saw six-room apartments renting for \$2 a week. France recently passed a new law that raises many rents 400 per cent over a four-year period. Our guide, who makes comparatively good money from American tourists, complained that his rent was increasing from \$3 to \$6 a week.

Such an overcrowded situation makes it difficult to obtain an apartment. A tenant who is moving may let another have possession, illegally, of the lease by "selling his key." Some tenants have sold their keys for more than the apartment itself would sell for!

This situation in France and



Italy has resulted in construction of many apartment buildings in which the individual units are sold. Many of these are elaborate, modern buildings. In Italy, for example, even the kitchens have mosaic tiles halfway up the walls, and marble tops on kitchen base cabinets. But they lack appliances common to our kitchens.

The most surprising thing about Rome is that—in the very cradle of classic, ornate architecture—everything being built is modern! Much glass is used.

Multiple ownership of apartment buildings by the occupants is frequent in Holland, too, but it comes about in a different way.

Most building in Holland is done through cooperatives — either groups of businessmen or groups of families. Several families may jointly lease a tract of land for 75 years and erect a building with a living unit for each. Land title is retained by the government because land is scarce and most of it is "built up" or made in the watery lowlands. Part of it was flooded during the war and the dikes have since been rebuilt.

The only country whose econ-

omy even approaches that of the United States is Switzerland. There the government did everything possible to encourage private home-ownership and home construction by private builders.

The government not only made liberal loans but subsidized the required down-payments. This subsidy was stopped in 1950 by a national vote of all citizens. Homebuilding was caught up to the extent that such aid no longer was necessary!

"Do It Yourself" Theme Of Zonolite Promotion

The fall promotional campaign of the Zonolite Company, Chicago manufacturers of vermiculite loose-fill insulation, will have a "Do It Yourself and Save" theme.

Some of the advertisements show how a home-owner can insulate his own attic in one afternoon to save money. More than 1,800 billboards throughout the country will play up this theme.

Zonolite salesmen met at a national convention in Chicago recently to hear campaign details.

NRLDA Suggests Good-Will Plan

Supplement No. 4 to the National Retail Lumber Dealers Association's public relations guide points out five ways in which dealers may actively participate in community affairs to further their good-will among local citizens. They are:

(I) Advocating a better community environment, (2) Working for better government, (3) Helping the youth of the community, (4) Supporting worthy community activities, and (5) Assisting the unfortunate.

The guide supplement points out that it is better "to concentrate on some two or three, or perhaps more, activities in which the individual dealer has a real personal interest and in which he believes."

The guide adds that "if every retail lumber and building materials dealer would make it a point to become active in at least a few worthwhile community activities, the Public Relations of our industry would be immensely improved."



WHATEVER your 1951 floor work—modernization, industrial plants, defense and low-cost housing, residences, schools, military construction—Northern Hard Maple stands ready to serve to everyone's satisfaction.

MFMA First Grade for "high style"—Second for utility and appearance—Tbird for utmost value with economy. Combinations, too—Second-and-Better, Tbird-and-Better. For MFMA Grading Rules and technical data, write today to MAPLE FLOORING MANUFACTURERS ASSOCIATION, Suite 556, Pure Oil Building, Chicage 1, Illinois.







FOR PLAIN RAIL SASH

The new ¾" Vikre sash holder, Model VSH-20, developed especially for Plain Rail Sash gives you the same patented features of the standard (¾") Vikre Model VSH-57. They are the only spring tension type holders to have all moving parts fully encased to eliminate sticking and binding. Vikre Holders require only one hole drilled in sash . . . have patented, adjustable steel spring tension. Sell genuine Vikre Sash Holders for better profits.

NEW MERCHANDISING DEAL

Six dozen Vikre Sash Holders are packed with an attractively stained, eye catching window display with mounted sample of Holder. Window can be raised and lowered. Attractive folders. No additional charge for display and folders. Order from your jobber now. J. N. Vikre Co., Inc., 3016—14th Avenue, South, Minneapolis, Minn.





Truly the Window for All Weather!



All-Wethr WINDOW UNIT

The

boosts sales and satisfaction!

Prospects become buyers when you give them the full story of IDEAL All-Wethr WOOD Window Units. They're Preservative Treated, completely weatherstripped, and equipped with efficient sash balances. These, and many more advantages, mean greater sales and satisfaction for dealers who recommend and sell them.

Are you getting your share of these profits?

ASK YOUR JOBBER ABOUT ALL-WETHR WINDOWS

Manufactured by IDEAL COMPANY, Waco, Texas

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Get the MOST for Your Building \$\$'s

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SASH BALANCES
GIVE YOU ALL THESE FEATURES

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guaranteed against imperfect
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the lifetime of the building in
which they are installed.

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PULLMAN MANUFACTURING CORPORATION ROCHESTER 21, N. Y., U. S. A.

TWO MONEY-MAKERS Both Elastic!

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FAR SUPERIOR to any putty, it pays to sell this E-L-A-S-T-I-C Compound for glazing BOTH wood and metal sash—new jobs or repairs. Unlike putty, Armstrong's "33" is weather-proof. Won't crack, crumble or chip off — won't dry out—ready for use any time. Easy to apply—less wastage—inexpensive! Contractors and home handymen prefer "33". Order from your jobber.



Rely-on CAULKING COMPOUND



Here is a top-quality GUN GRADE caulking compound that you can sell at very attractive price. Rely-on adheres to practically any surface — ideal for filling joints and cracks in any type construction. An inexpensive way to forestall costly repairs —reduce home upkeep. Stays E-L-A-S-TI-C; won't crack or crumble. Available in various colors. Outlasts other caulking compounds many times over. Place trial order with your jobber today!

Write for FREE Samples

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Chicago Detroit
721 \$. Fourth \$1., Richmond, California

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for these all-year materials of 1000 uses about
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To West Coast on Rush Orders!

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WHOLESALE

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The quality leader in the fan field—year in and year out! REED attic fans are designed with the contractor in mind. Four stock sizes to fit every need . . .

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Model RVU-30:

Measurement A-36" Measurement B-36"

Model RVU-36:

Measurement A-42"
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Model RVU-42:

Measurement A-48" Measurement B-48"



Reed UNIT-FANS, INC.

1001 St. Charles St., New Orleans 8, La.

The SLIDE-A-FOLD Disappearing Attic Stairway



LOW COST—FAST SELLING

- A good, practical, economical unit sold only through building supply dealers.
- Carton packed—low freight rate.

NO NEED TO CARRY VARIOUS SIZES!

The Standard Slide-A-Fold fits all ceiling heights of 9'2" and less.

WRITE TODAY FOR FULL DEALER INFOR-MATION ON AMERICA'S MOST POPU-LAR DISAPPEARING ATTIC STAIRWAY.

CRAIG WOOD-PRODUCTS COMPANY
BRENNAN ROAD COLUMBUS, GEORGIA



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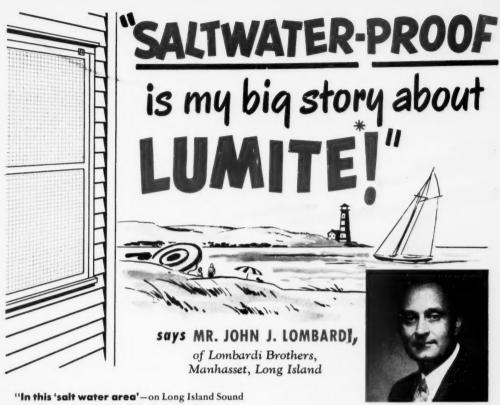
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